# Dea Wang

+1 (905) 724-0809 | deawyk@gmail.com

Toronto, Canada / Internet, Everywhere

deawyk.github.io | deaw.medium.com

Data Analyst with five years of experience in business analysis, sales operations/enablement and database management. Specializes in CRM Analytics and Digital Marketing. Skilled in conceptualizing and pitching actionable insights, finding meaning through data analysis, and developing, operationalizing, and measuring strategic goals.

## WORK EXPERIENCE

**Guest Experience, Customer Success | Oxford Properties Group**, *Toronto*                **Nov 2019 – Present**
- Managed and fostered relationships with key accounts regarding products and promotions to support revenue growth, Customer Experience goals, process efficiencies, and CRM best practices
- Led engagements with consumers and clients to complete transactions and sales; regularly exceed seasonal target by 180%
- Optimized client satisfaction via efficient provision of services and amenities in dynamic, fast-paced environments

**Head of Business Strategy and Operations | Zebertha Music**, *Ottawa / Toronto*          **Jul 2019 – Mar 2020**
- Led stakeholder discussions to define scope, key operation & financial data, and identify disproportionately valuable
- business drivers to maximize ROIs
- Led cross-functional team to execute and monitor operational effectiveness of Product Launch using agile methodologies
- Developed, tested, and implemented new processes, such as campaign management, surveying, & internal workflows
- Structured music release datasets into database to distill trends, filter anomalies, and presented findings in deliverables
- Oversaw logistics of event planning, including production, vendors, budget, and online/offline promotions

**Education Developer/English Teacher | Henan IED Business School**, *Zhengzhou, China*          **Jun 2015 – Jun 2019**
- Developed and presented high-level strategic reports on the school's overall position in the market, and how individual products would compete, using Porter's five forces and value chain frameworks
- Pitched and designed new curriculum on Cultural Relativism, Negotiation Strategies, etc. to President and Board Members
- Was keynote speaker on EDI and pedagogical approaches at the Provincial Conference on Economics and Social Sciences
- Taught English to over 300 students, formed a personal network of students, parents, and tenured professionals
- Became proficient in Mandarin; travelled; adapted to Asian-Pacific cultural, economical, political, and business practices

**Account Manager | Henan IED Business School**                **May 2014 – Aug 2014**
- Onboarded 55% more client accounts in my first four months, 400% increase in efficiency from previous onboarding rates
- Managed international public relations, incl. front and back end operations, SEO, Google Analytics, and market research

## SKILLS & CERTIFICATIONS

**Certified SrumMaster CSM® | Scrum Alliance**

**Database:** expert Excel, expert SQL, noSQL
**Data Visualization:** expert Tableau, Power BI, Matplotlib, Plotly, Seaborn
**Programming:** Python (Numpy, Pandas, Scipy, Scikit-Learn, pyspark), Linux Command Line Interface (CLI)
**Data Collection:** Web Scraping (request, Beautiful Soup, Selenium), API request
**Workflow:** Microsoft Office, CRM (VTS, Salesforce), Google Analytics, Miro, Slack, G Suite, Trello

## EDUCATION

**Western University,** London, Canada                **2010 – 2015**
B.A., Honors Specialization in Economics
Relevant Coursework: Econometrics, Macro & Microeconomics, Financial Modeling, Digital Media, Philosophy
Leadership in: CHRW-Radio Host, Leadership Education Program, Case Competition, Chamber Orchestra

**Toronto Institute of Data Science and Technology**, Toronto, Canada                **Jan 2021 – Jun 2021**
Postgraduate Diploma, Applied Business Intelligence and Data Analytics
Postgraduate Certificate, Data Science with Python

**MOOCs** (edX, Coursera, Udemy, Dataquest, AWS)                **Apr 2020 – Present**

## LANGUAGES & INTERESTS

**Languages:** English – Native | Mandarin – Native | Cantonese – Intermediate | French – Intermediate
**Interests**: Running, Reading, Podcasting, Organizational Psychology, Fanaticism/Brand Loyalty, Violin, ProductHunt.com

## HIGHLIGHTS_____

- Strong understanding of the relational nature of business applications, helps tremendously when querying for answers
- Communicate precisely and effectively with well-honed public speaking skills
- Create collaborative, synergistic work environments to maximize the potential of teams and strategies
- Affinity for learning, conducting market research, and adaptation of new technological tools
- Thorough knowledge of SQL, Tableau, CRM platforms, cloud based SaaS solutions, and python for data science
- High level of accuracy and attention to detail
- Show resilience and tenacity when problem solving and tackling challenges
- Take ownership of projects far beyond the pay grade and what is in the defined scope of responsibilities
- Self-starter, entrepreneurial, get things done
- Bonus product management and educator acumen from early career