

# Dea Wang

## Product Data Analyst & Business Analyst

+1 905-724-0809  
deawykh@gmail.com  
Toronto, Canada

Technical Analyst experienced in conceptualizing and pitching actionable insights through data analysis, improving process efficiencies, and developing, operationalizing, and measuring strategic goals. Skilled in creating intuitive BI visualizations and writing clear, effective, and optimal documentations and codes.

### Strengths:

- Strong understanding of the relational nature of business applications
- Well-honed leadership, public speaking, and communication skills
- Breadth of knowledge in data preparation, requirement analysis, stakeholder management, SDLC, and Agile methodologies

## WORK EXPERIENCE

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### Property Administrator & Customer Experience Lead | Oxford Properties Group, *Toronto ON* **Nov 2019 – Present**

- Consolidate, reconcile, and assume ownership of all PA data; provide training, feedback, and support to all end-users
- Conduct financial analysis on sales and operating data to draw insights, detect patterns, produce forecasts and estimations
- Build and foster client relationships and manage ad hoc requests for data pulls cooperatively with Accounting and Leasing
- Cleared over 18 months of backlog in first 8 weeks; developed procedure to detect and remove critical impediments
- Advocated for and facilitated the rollout of new application expected to save 200+ man-hours per annum per site
- Customer Success experience cultivated a customer first mindset and a knack for conflict resolution via communications

### Assistant Manager, Streaming Services | Warner Music Canada, *Ottawa ON* **Dec 2018 – Jul 2020**

- Collaboratively led cross-functional teams of data scientists, engineers, and SMEs in development and deployment of new feature and pipelines in an Agile environment and monitored its operational effectiveness throughout its product lifecycle
- Pushed the boundaries of industry best practices – re-designed a suite of bespoke dashboards and automated reports and established new KPIs and weekly/monthly targets using tools including Excel, MySQL, and Power BI
- Led ideation sessions with internal stakeholders to define current and future state and established on-premise solutions
- Pro-actively communicated with internal business clients to analyze functional requirements and deliver artifacts as needed: BRDs, functional specifications, data specifications, use cases, workflow analysis, metrics, reports, UI designs etc.

### Database Administrator & Program Manager | Multicultural Youth Canada, *Toronto ON* **May 2015 – Dec 2018**

- Successfully migrated sales process onto the Zendesk platform and integrated cross-departmental marketing automations
- Independently managed and facilitated all system administrator requirements
- Evaluated architectural improvements and permission structures in compliance with organizational Data Governance Policy
- Conducted user research and formulated and iterated SEO content based on user and business needs accordingly
- Created technical documentations including database schemas and data dictionaries

### Research Assistant, Operations Research | Baycrest Health Sciences, *Toronto ON* **Summer 2013**

- Led employee capacity planning assessment and workload projections for implementation of new workflow process

## PROJECTS

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### Pro Bono Data Consultant | Catchafire, *United States* **Jan 2021 – Present**

- Developed, pitched, and implemented strategic initiatives comprising guiding numerous non-profit organizations through technological change, organizational restructuring, infrastructure scaling, and data optimization
- Concurrently led four project teams, utilizing prioritization, time management, and multitasking skills

## EDUCATION

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**Toronto Institute of Data Science and Technology** **Postgraduate Diploma, Business Intelligence and Data Analytics**  
GPA: 3.8/4.0 *June 2021*

**Western University** **B.A., Honors Specialization in Economics**  
Dean's Honors List, Continuing Scholarship for Academic Excellence *Class of 2015*

## TECHNICAL SKILLS

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- Excel, SQL, Power BI, Tableau, MSFT data ecosystem
- Office365, SharePoint, Visio, Acrobat Pro DC,
- JIRA, Asana, Git, Slack, Miro, PowerPoint, Canva, Trello, Notion, Adobe Creative Cloud
- Python data science stack, ETL, API requests, Linux CLI, Regression, KNN, PCA, CSS/HTML
- Zendesk, Salesforce, Google Suite, Google BigQuery and Analytics
- Oracle JD Edwards

## CERTIFICATIONS

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- Certified ScrumMaster (CSM)
- Microsoft Certified: Power Platform Fundamentals
- UWaterloo Math Contest Top Score (99.8 percentile)
- HubSpot Email Marketing Strategist

## CONFERENCES

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- #DataSmart at OMERS
- Power BI Summit 2021
- Tableau Live Americas 2021
- IBM Modern Data Science with Watson Studio

## INTERESTS

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- Personality Psychology
- Food and Fitness
- Tech
- Reading
- Writing
- Venture Capital
- Asian-Pacific Emerging Markets
- Classical Music
- ProductHunt.com

## MOOCs

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- Microsoft Learn
- Udemy – Python Bootcamp
- Udemy – Python for Machine Learning Bootcamp
- Udemy – Retail Real Estate Investing
- edX – MicroMasters in Statistics and Data Science
- Coursera – Business Foundations Specialization
- Coursera – Google Data Analytics
- Dataquest