Emily Velez

Data-driven strategist leveraging analytics to optimize campaigns and drive operational efficiency

(647)551-2046 | emily.velez1234@gmail.com | in/emilymarievelez | emilyvelez.github.io

SUMMARY OF QUALIFICATIONS

Tools: Microsoft Excel (Pivot Tables, VLOOKUP), SQL, Tableau, Python, HTML, JavaScript
Skills: Data Analysis and Visualization, Digital Marketing Campaign Management, Customer Segmentation

WORK EXPERIENCE

Marketing Analytics Coordinator | Bike Share Toronto
Shift Transit Inc.

Toronto, ON
July 2024 – Present

- Spearheaded transformative automation initiatives, engineering and deploying cutting-edge solutions that slashed manual workload by 13+ hours weekly and drove a 67% reduction in project costs
- Conducted customer segmentation analysis using Excel and advanced data analytics techniques (e.g., clustering analysis), resulting in optimized email campaigns that generated 250% more clicks and identified high-value target audiences for strategic outreach
- Collaborated cross-functionally with operations and customer service teams to drive business objectives and enhance operational efficiency

Virtual Event Coordinator
First Class Conferencing Facilitation Inc.

Toronto, ON
May 2020 – May 2023

- Tactfully corresponded with diverse stakeholders, including executives, clients, and internal teams, to gather information, troubleshoot issues, and ensure seamless virtual collaboration experiences
- Facilitated full-day professional meetings on various conferencing platforms, providing on-demand technical support and customized solutions tailored to each client's unique workflows and technical requirements, optimizing their virtual operations
- Spearheaded and executed ad hoc projects, overseeing various administrative tasks, including hospitality-related duties such as ensuring client comfort and satisfaction during virtual events

PROJECTS

Airbnb Listings in NYC: Pricing Strategies, Neighborhood Segmentation
May 2024

- Identified optimal pricing strategy through regression analysis, revealing that listings in Manhattan with amenities like free Wi-Fi and close proximity to subway stations command 20% higher nightly rates, leading to a 10% increase in host revenue
- Conducted cluster analysis to segment NYC neighborhoods, uncovering that Brooklyn listings with unique décor and pet-friendly policies achieved 25% higher occupancy rates compared to standard offerings, guiding targeted marketing campaigns

MovieInsight: Analysis of Letterboxd User Sentiment, Engagement, and Trends
January 2024

- Achieved an accuracy rate of 85% in sentiment classification using the NLTK Vader sentiment analyzer
- Identified and analyzed user engagement patterns for the top 5 genres, contributing to a 15% improvement in understanding user preferences

EDUCATION

University of Toronto
Honours Bachelor of Science, Neuroscience

Toronto, ON
September 2018 – April 2023

BrainStation Toronto
Certificate in Data Analytics

Toronto, ON
September 2023 – October 2023

Interests: Tennis, Rock Climbing, Reading Books, Watching Films, Running