

# Farshid Jamali, MBAN, PMP, MSc

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## EDUCATION

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### Master of Business Analytics (MBAN)

Schulich School of Business at York University

Overall GPA: 7.73/9.0

May 2021

Toronto, ON

**Relevant Courses:** Data Science 1 & 2, Data Management and Programming, Realizing Value from AI & Analytics, Big Data Fundamentals, Predictive Modelling 1 & 2, Artificial Intelligence 1 & 2, Multivariate Methods for Analytics, Advanced Spreadsheet Modelling (VBA), Visual Analytics and Modelling.

### Master of Science, Aerospace Engineering

Sharif University of Technology

Ranked 31<sup>st</sup> in the national university entrance exam with more than 7500 examinees.

Jan 2011

Tehran, Iran

### Bachelor of Science, Aerospace Engineering

Amirkabir University of Technology

Aug 2008

Tehran, Iran

## SKILLS

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**Technical:** Python (NumPy, Pandas, Scikit-learn, TensorFlow, Keras, NLTK), Matplotlib, R, SAS, Tableau, MATLAB, Simulink, Bash, GitHub, Jira, VBA, Microsoft Azure

**Languages:** Fluent in Farsi, Azeri and Turkish; Intermediate level German

## EXPERIENCE

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### Analytics Consultant

Sep 2020 – Apr 2021

Planworth- Internship

Toronto, ON

- Designed the optimization algorithms and flowcharts based on various bank account types and Canadian tax regulations to find the optimal investment/withdrawal amounts when there is a cash flow excess/deficiency based on each client's desires and needs during their life span.
- Developed the Python code for optimization according to the flowcharts. The code successfully fulfilled the expectations of the key stakeholders.
- Converted the Python code into Golang and successfully completed the validation and verification phases. Pushed the Golang code chunks to the GitHub repository frequently so that the backend developers could add them to the engine (CI/CD).
- Created a Tableau dashboard to visualize data and indicate the KPI's to the managers. This dashboard provides the customers with valuable insights and gives a competitive edge to the software in the market.

### Agile Project Manager

Dec 2017 – Sep 2019

DGTEAM

Tehran, Iran

- Acquired project team members for a web analytics startup (three people) and a fin-tech startup (five people) by interviewing more than 30 applicants.
- Introduced the agile methodologies to the teams and applied the Scrum framework to both projects that helped the team members grasp a solid understanding of the methodology that increased performance and productivity.
- Evaluated team performance using Microsoft Team Foundation Server and implemented collaboration tools and techniques such as Jira and Slack. This approach resulted in more effective communication and transparency in the projects, and prevented over-commitment.

## Project Manager

Dec 2017 – Sep 2019

Saza Paya Construction Co.

Tehran, Iran

- Promoted to project manager for two residential building projects and implemented the latest version of the project management standard (PMBOK 5) that significantly enhanced the project management tasks and increased the overall productivity and stakeholders' satisfaction.
- Created comprehensive work breakdown structures and developed the project schedule. Determined the critical path to keep the project on time, and applied resource leveling techniques that resulted in lower costs.

## Project Coordinator and PMO Officer

Jul 2013 – Jan 2016

Saza Paya Construction Co.

Tehran, Iran

- Coordinated and monitored the construction projects for two mid-rise residential buildings and generated the reports and documents for the project management office.
- Identified and assessed risks and generated risk management plans that helped the teams mitigate the risks and projects to run smoothly and finish on time and on budget.
- Created 'Lessons Learned Repository' in the project management office and gathered and filed all the valuable lessons from teams that were engaged in the projects.

## Researcher

Jan 2011 – Jun 2013

Sharif University of Technology

Tehran, Iran

- Joined the research center as a MATLAB programmer. Successfully used math understanding and coding abilities to help research teams in conducting analysis for industry projects and preparing business cases such as Medical Tourism, Carbon Market, and Green University.
- Performed technical research and published four papers in international journals.

## RELEVANT ANALYTICS PROJECTS

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### Natural Language Processing

2021

- Scraped and stored reviews and ratings for restaurants (more than 11K reviews) and used NLP libraries in Python to build the sentiment classification model that had an accuracy of 74 percent. This model can help companies track overall customer satisfaction to reduce customer churn and realize upselling opportunities.

### Predictive Modeling

2020

- I developed a model to identify which customers to contact for a direct contact marketing campaign with 1M+ members. The model was built after carefully cleaning and imputing the missing data and keeping the most relevant variables; therefore, it improved the profit of the campaign by 25 percent.

### Database Implementation

2020

- Developed, implemented, and populated a relational database on a remote server using PostgreSQL in the terminal to keep track of employees, patients, consumables, and suppliers of a health clinic. This DB implementation increases data accuracy and security and helps different departments store/ retrieve data efficiently. This saves time, money and increases stakeholders' satisfaction.

## AWARDS, CERTIFICATIONS & OTHER

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### Awards

- Dean's List, Schulich School of Business (2021)
- iHub CEWIL Award Recipient (2021)
- Mitacs Award Recipient (2020)
- UAV Design Competition (2003), 3<sup>rd</sup> place
- National Robotics Competition (2001), 2<sup>nd</sup> place

### Certifications

- Microsoft Azure Fundamentals AZ 900 (2021)
- SAS Certified Statistical Business Analyst Using SAS 9: Regression and Modeling (2020)
- SAS Certified Associate: Programming Fundamentals Using SAS 9.4 (2020)
- Project Management Professional (PMP) Certification (2018)

### Hobbies

- Soccer Player & Enthusiastic Guitarist