WAYLON SITTAMPALAM, MS

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Fully authorized to work in the U.S.

PROGRAMMING ANALYST ✦ DATA ANALYST ✦ BUSINESS ANALYST

EDUCATION

Queen Mary University of London, London, UK: 2012
Master of Science – Finance and Econometrics

City University of London, London, UK: 2009
Bachelor of Science with Honours – Finance and Economics

PROFESSIONAL EXPERIENCE

National Fire Protection Association ✦ Boston, U.S. ✦ 2017 – Present
Data Analytics (Business Operations & Marketing)

- Drive operational and marketing initiatives by establishing analytical benchmarks and continuously improving the quality of data analytics
- Identify inefficiencies with internal data processes and optimize improvements by collaborating with Tech teams
- Drive analytics projects by researching new solutions to complex business problems (SQL, Python)
- Communicate findings to non-technical audience by designing reports and interactive dashboards (d3, plotly, html, Tableau, React).

Virgin Media, Liberty Global ✦ London, UK ✦ 2016 – 2017
Marketing Effectiveness Manager

- Lead projects within Analytics team to develop and improve forecasting approaches and data management
- Managed production of performance reports and insight generation by forecasting team
- Lead on coordination of all demand forecast to assist with budget planning process, including liaison with other teams as necessary to ensure alignment
- Communicated insights and recommendations to a range of business audiences, including senior non-technical stakeholders
- Incorporate media spend and other customer metrics into forecasting to improve accuracy and business insights
- Research and identify consumer trends, critical to forecasting demand for budgetary and resourcing purposes
- Developed strategic analysis as required by senior management to support business development and commercial activity

Royal Bank of Scotland ✦ London, UK ✦ 2014 – 2016
Research Associate

- Utilized extensive analytical skills to implement and maintain two important research products: Eurozone inflation forecast model and Royal Bank of Scotland surprise indicators.
- Meticulously monitored live economic news, events and important data releases, including European Central Bank commentary and relevant economic developments to inform interest rate forecasts.
- Communicated and provided written commentary to sales and traders, and responded to client queries, effectively

building relationships across the business.
- Diligently researched data, forecasts and studies from international institutions to supplement publications, and communicated key findings to wider team.
- Expertly produced and co-authored a weekly research publication, encompassing Eurozone and global themes.
- Modelled Eurozone forecasts and other scenarios on an ad-hoc basis to efficiently supplement research.
- Created and maintained the performance of all economic models, competently advising clients on forecast views and methodology.
- Delivered work to the highest standard within a very successful research team, with fixed income research ranking consistently high in the annual institutional investor awards.
- Presented findings to a non-technical audience, identifying emerging economic trends and implications for fixed income.
- Demonstrated quantitative skills within research, creating econometric models to supplement research.
- Utilized proficiency with financial, analytical and database products, such as Eviews, Bloomberg, Haver and Macrobond.

Gain Theory ✦ London, UK ✦ 2013 – 2014
Analyst, Marketing Analytics and Insights

- Employed extensive technical and quantitative skills in data analysis and econometric methods to increase organizational efficiency.
- Effectively built econometric models, interpreting results and client impacts, and contributing to client meetings and presentations.
- Played a key role on a range of projects, including major financial and fast-moving consumer goods clients, creating client presentations and working to tight deadlines.
- Expertly organized data, increasing efficiency and work flow, and freeing time for other assignments.

ADDITIONAL CREDENTIALS	
TECHNICAL	▪ Microsoft Office (Word, Excel, PowerPoint, Outlook) / VBA / SQL/ SAS
PROGRAMMING/ANALYTICAL/DATA	▪ Python (Pandas, NumPy, Plotly, SciPy, matplotlib), SQL, Google Analytics, Google Data Studio, Tableau, HTML, CSS, Javascript, d3.js

References Available upon Request

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