

Jessica Fillion

Business Analyst

✉ jessicacfillion@outlook.com 📍 Toronto, Canada in LinkedIn Profile



👤 PROFILE

A seasoned analytics professional with over 5 years of expertise in extracting actionable insights, crafting compelling visualizations, and delivering impactful narratives. Demonstrated proficiency in managing complex projects under tight timelines, coupled with an aptitude for rapid learning and adaptation.

🧠 SOFT SKILLS

Data Analysis	<div></div>	Communication	<div></div>
Collaboration	<div></div>	Data Visualization	<div></div>
Client Management	<div></div>	Project Management	<div></div>
Critical Thinking	<div></div>	Strategic Thinking	<div></div>
Nielsen Data	<div></div>	French (Fluent)	<div></div>

{ } TECHNICAL SKILLS

Excel	<div></div>	PowerPoint	<div></div>
SQL	<div></div>	Python	<div></div>
HTML	<div></div>	CSS	<div></div>

🏢 PROFESSIONAL EXPERIENCE

Senior Business Insights Analyst, TD Bank 03/2023 – present | Toronto, Canada
TD Bank is one of Canada's largest financial institutions, offering a wide range of banking and financial services to more than 27 million customers.

- Created "Intro to AI" and "Storytelling with Data" workshops and hosted them for 12 different teams.
- Achieved an average Net Promoter Score of 80 across 14 different workshops sessions I hosted in 2023.
- Successfully planned and executed Viz Masters 2023, TD's largest data visualization case competition.
- Proactively built an Agile & Jira Guide in Confluence to support my team's transition to Agile in 2024.

Senior Analyst Retail Delivery, NielsenIQ 03/2022 – 03/2023 | Toronto, Canada
NielsenIQ is a global leader in market research and consumer insights, providing valuable data and analytics to help businesses make informed decisions and drive growth.

- Solved complex client questions by performing root-cause analysis to extract key insights
- Worked cross-functionally to deliver impactful solutions to LCL, Canada's largest food distributor
- Presented regularly to leadership teams in the Loblaws Discount and Private Label divisions.
- Mentored junior analysts, sharing knowledge and demonstrating best practices for data analysis.

Analyst, Retail Delivery, NielsenIQ 02/2021 – 03/2022 | Toronto, Canada

- Manipulated large datasets and presented actionable insights to LCL Discount leadership team

- Recipient of “Nielsen Impact Award” in Q4 2021 for driving client engagement and re-building positive and productive working relationship with LCL's Discount division leadership team
- Produced monthly and quarterly reports for Shoppers Drug Mart OTC & Baby leadership team

Bilingual Sales Analyst, Citizen Watch Canada 05/2019 – 02/2021 | Markham, Canada
Citizen Watch is known for its innovative, and high-quality eco-friendly timepieces.

- Executed Citizen and Bulova brand initiatives for national accounts (a multi million dollar portfolio.)
- Cross-functionally managed engagements between the national sales team and supply chain.
- Analyzed sell-in and sell-out performance on a regular basis and presented insights to the sales team.
- Worked closely with the inventory planning team to forecast seasonal demand by SKU

Junior Consultant, Meridian Compensation Partners 05/2018 – 08/2018 | Toronto, Canada
Meridian Compensation Partners is a premier executive compensation and corporate governance consulting firm, assisting companies in designing competitive and effective compensation strategies.

- Conducted market research for industry white papers, including Director and Executive pay studies
- Provided insights on competitive market trends and benchmarks related to incentive design practices.
- Equipped consultants with trends data related to leading corporate governance policies in Canada.

Associate Business Analyst, Beam Suntory Canada 08/2016 – 04/2017 | Etobicoke, Canada
Beam Suntory Canada is a leading global spirits company, known for its portfolio of iconic brands such as Jim Beam, Maker's Mark, and Yamazaki.

- Generated a weekly Excel-based YoY sales volume by spirit category report for the regional sales teams
- Compiled monthly ACD & regional data to report sales performance of 8 spirit categories.
- Created monthly presentations used in Marketing meetings to benchmark brands against competitors
- Leveraged SAP ERP to create an Inventory Holding Forecast Report to optimize holding costs during high volume seasonal periods in the Liquor Control Board of Ontario stores.

EDUCATION

B.B.A. Business Management (Co-op), Minor in French, University of Toronto - Scarborough Campus

PROJECTS

Report Automation using a Large Language Model 02/2023 – present
 Writing and testing scripts using AutoNL to automate a KPI report for a Canadian petroleum company.

COURSES

SQL: Using Joins, Constraints, Normalization, and Subqueries (Interactive), Pluralsight
 Show credential [🔗](#)

Diversity, Inclusion and Belonging, LinkedIn Learning
 Show credential [🔗](#)