TONY NGUYEN

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PROFESSIONAL EXPERIENCE

Senior Manager – Marketing Analytics, RBC, Toronto, ON   **Jan 2023 – Present**
- Collaborating with marketing stakeholders to perform A/B testing to measure impact of e-mails on offer loads, provided post-campaign analysis which demonstrated that e-mail alone represented 43% of total offer load volumes for Avion Rewards
- Conducting in-depth analysis of a live app installation marketing campaign, leading to a campaign suspension for strategy refinement based on insufficient key metric improvements and resulting in a cost-saving of $575K in marketing expenditures
- Leading offer personalization initiative through creation of a recommender model for Avion Rewards web, mobile, and email channel to increase active member base by at least 27% which is equivalent to $175M in yearly transaction purchases

Data Scientist – Business Banking Data & Analytics, Scotiabank, Toronto, ON   **Jan 2021 – Nov 2022**
- Oversaw a $5B+ loan portfolio by working closely with the government to build out the data infrastructure to handle reporting and approval of the Canada Emergency Business Account (CEBA) loans which generates $20M per year in revenue
- Created 14 time series model to predict customer balances with the purpose of reducing liquidity risk, increasing cross-sell opportunities, and replacing the previous decision-tree model; performance increased from 56% to 92%
- Developed and deployed a model to predict customers who are not renewing their mortgages with the bank, this enabled the business to launch a $1.5M targeted retention campaign each month and reducing customer attrition by 13%

Manager – Business Controls, Scotiabank, Toronto, ON   **Nov 2019 – Jan 2021**
Senior Analyst – Business Controls, Scotiabank, Toronto, ON   **Nov 2018 – Nov 2019**
- Managed 5-10 projects simultaneously relating to identification of risks and recommending controls for multiple line of businesses which can lead to savings of $10M+ in regulatory costs
- Improved data capabilities of a department by implementing agile methodology, working with IT to create a database to track all past/current projects, and designing 7 automated reporting tools to monitor progress of each on-going project
- Delivered analysis, briefing notes, presentation, and advice to management team (directors and vice presidents) regarding current state of business processes, improvements, and issue management at both a strategic and operational level

Management Consultant – Financial Services, OPTIMUS | SBR Management Consulting, Toronto, ON   **Nov 2017 – Nov 2018**
- Supervised a team of 9 consultants to develop and redesign the bank's KYC policy and risk models to assist in analyzing and implementing risk calculations for 6000+ capital market clients
- Facilitated training sessions for 40+ employees on client-side to implement new regulatory business processes and procedures to prevent regulatory fine of $100M+
- Directed a team of data scientists/engineers to migrate towards a new data governance tool which resulted in creation of entity relationship diagrams and data lineages for tables in the data lake and warehouse to comply with new IFRS17 standard

OTHER EXPERIENCE

Lead Data Scientist – Advanced Analytics, TalentFit AI, Toronto, ON   **Mar 2020 – Jan 2021**
- Designed and implemented new algorithm to match job seekers with companies based on survey data for cultural fit, this led to better accuracy and recommendation of applicants to clients
- Modeled data through creation of logical data models for 30 collections to assist database migration from MongoDB to SQL
- Created a web-scraping tool to gather information from job boards in order to increase the company's data capabilities to build a job search platform on their web application, initiative led to an acquisition of 3000+ unique job postings

EDUCATION

Master of Management Analytics, Smith School of Business, Queen's University, Kingston, ON   **Jan 2019 – Jan 2020**

Bachelor of Commerce (Finance), Ted Rogers School of Management, Ryerson University, Toronto, ON   **Sep 2012 – Jun 2016**

ADDITIONAL INFORMATION

- Technical: Microsoft Office Suite, Looker, PowerBI, HTML, CSS, Tableau, SQL, R, Python, JIRA, Google Analytics, VBA
- Certification : Canadian Securities Course (CSC)
- Extracuricculars : Career Mentor for City Mission NYC and Tri-Mentoring
- Interests : Cooking, Travelling (Japan, United Kingdom, Italy, France, Spain, Iceland), and Competitive Gaming