

Erwin Baragula

Toronto, ON | +1 (647) 649-1957 | erwinbaragula@gmail.com | [LinkedIn](#)

PROFESSIONAL SUMMARY

Driven strategy and banking professional with an MBA and over 3 years of experience in delivering high-quality research insights, leading high-impact projects across strategy, research, and operations. Proven management consultant with expertise leading end-to-end project management, client engagement, and translating complex data into actionable insights. Adept at advanced data analysis (SPSS and Excel), strategic planning, and presenting research findings to drive decision-making. Strong skills in stakeholder management, financial analysis, and team leadership.

TECHNICAL SKILLS

Programming languages: R

Tools/Frameworks: R-Studio, IBM SPSS, Swift UI, Survey Monkey, Qualtrics, Word, Excel, PowerPoint, Teams, Outlook

Concepts: Research Methods (Quantitative and Qualitative), Competitor Analysis, Data Analysis and Insight Generation, Project Management, Client Relationship Management, Problem Solving and Decision Making, Commercial Awareness, Communication and Presentation Skills, Strategic Thinking, Team Leadership and cross-functional collaboration

WORK EXPERIENCE

Scotiabank

Jan 2024 – Present

Senior Representative

Toronto, ON

- Achieved 100% team training completion in AML/ATF and KYC compliance by researching regulatory variations among interested parties and collaborating with cross-functional teams to design a compliant due diligence framework.
- Increased case processing volume by over 130 cases by collecting and analyzing team performance data, benchmarking individual productivity against top performers, and presenting these insights to senior leadership using Excel.
- Reduced case processing time to 1 day by analyzing workflow lead times, identifying approval as the main bottleneck, and recommending localized branch approvals to streamline the process using AS400 and Broadridge.
- Doubled team capacity within 3 weeks by addressing team pain points in incident and query handling, and implementing standardized templates for incident responses, which improved operational efficiency.

Self-Employed

Jan 2023 – Jan 2024

Freelance Research & Strategy Consultant

Toronto, ON

- Expanded SAIPA market into 2 regions by conducting market research with a custom framework combining Porter's Five Forces, SWOT, and PESTLE. Utilized data from IBISWorld, WorldBank, and stakeholder interviews.
- Launched 2 new services and 3 market entry strategies through competitor analysis and risk assessments using primary and secondary data from stakeholder interviews and databases, organized with custom Competitor Research framework.
- Generated over 230 leads within first 2 months by conducting user interviews, surveys and focus groups, that informed app navigation and UX optimization. This led to improved user satisfaction and smoother app performance.
- Elevated user engagement having doubled session duration and achieved 90% retention rate within 5 months by optimizing visual design based on psychological research and monitoring correlating KPIs, such as churn rate.

Genoa Black

Feb 2022 – Apr 2023

Researcher and Strategic Planner (Research Lead)

Edinburgh, United Kingdom

- Enhanced employee satisfaction, engagement, and overall workforce health by analyzing feedback via SurveyMonkey to quantify current engagement levels and recommended strategic initiatives based on company goals.
- Generated 50% of annual revenue by diversifying Strategy team services and creating frameworks such as the 'Value-Attitude' matrix for customer metrics, along with strategies that increased employee satisfaction by 35% in 2 quarters.
- Developed a strategic framework for international market entry, generating £20k in project by recommending priority markets and tailoring products through competitor analysis and market research for successful activations and growth.
- Reduced projected loss by 70% for client in the tourism sector by engineering a systematic marginal gains strategy and implementing financial models, using Excel for advanced data analytics, which improved net profit.
- Projected a £50k profit within 5 years for a Scottish charity by creating new, charity-aligned revenue streams, such as community fundraising events, corporate financial aid, aligning with the charity's mission and expanding its donor base.
- Increased international school group website traffic by 10% and secured business on a retainer for wider re-branding project by defining global and regional positioning strategies.

EDUCATION

Cardiff University Business School

Sep 2019 – Mar 2021

Master of Business Administration (MBA) with Distinction

Cardiff, United Kingdom

Commented [MJ1]: Move this section to the top as recruiters will care more about technical skills and real work experience

Commented [MJ2]: This is the tasks and achievements for most previous resume. Do you have a more update one? Like more impact, new tasks, or new projects that would add enough value and can be highlighted? Otherwise, we'll have to keep it as it is

Commented [MJ3]: Since this is a "Senior" role we should mention more on leadership, mentoring or something related to those. Very important to use this as an advantage as now current points is more like an entry level tbh

Commented [MJ4]: This is too generic and broad. Can you be more specific on teams you collaborated with? For example (Legal & Compliance Team, Risk management) this part will likely to be separate into a new point to highlight your collaboration

Commented [MJ5]: Moved this section to the bottom

Relevant Courses: Strategy, Financial Analysis, Marketing, Operations, and Business Planning

Nottingham Trent University (NTU)

Psychology Honors (BSc) with First Class Honors

Relevant Courses: Advanced Statistics, Research Methods, Organization Psychology

Sep 2015 – Jun 2018
Nottingham, United Kingdom