

Erwin Baragula

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PROFESSIONAL SUMMARY

Results-driven strategy and banking professional with an MBA and 3+ years' experience leading high-impact projects in strategy, consulting, research, and operations. Expanded SAIPA's market into two regions and increased case processing volume by 130+ at Scotiabank. Expert in financial data analysis (SPSS, Excel), strategic planning, and delivering actionable research insights to support decision-making. Seeking an opportunity in a fast-paced organization to apply advanced technical and strategic skills and make an immediate impact.

TECHNICAL SKILLS

Tools & Technologies: IBM SPSS, R, R-Studio, Excel (Advanced), AS400, Broadridge, SurveyMonkey, Qualtrics, Swift UI, Microsoft Word, PowerPoint, Outlook, Teams

Data Analysis & Research: Quantitative and Qualitative Research Methods, Statistical Analysis, Survey Design and Analysis, Data-Driven Insight Generation, Competitor and Market Research, Financial Modeling

Strategy & Business Skills: Strategic planning, market entry strategy, Business Frameworks (SWOT, PESTLE, Porter's Five Forces, Value-Attitude Matrix), Commercial Analysis, Project Management, Client Engagement, Stakeholder Communication

Competencies: Team Leadership, Cross-Functional Collaboration, User Experience Research, Presentation Skills

WORK EXPERIENCE

Scotiabank

Jan 2024 – Present

Senior Representative

Toronto, ON

- Increased case processing volume by 130+ cases by 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.
- Achieved 100% team training completion in AML/ATF and KYC compliance by researching regulatory variations and collaborating with cross-functional teams to design a compliant due diligence framework.
- Doubled team capacity within 3 weeks by addressing pain points in incident and query handling and implementing standardized templates for responses, improving operational efficiency and business performance.

Self-Employed

Jan 2023 – Jan 2024

Freelance Research & Strategy Consultant

Toronto, ON

- Expanded SAIPA's market into 2 new regions by conducting market research using a custom framework combining Porter's Five Forces, SWOT, and PESTLE, utilizing data from IBISWorld, World Bank data, and stakeholder interviews.
- Generated 230+ leads within first in 2 months by conducting user interviews, surveys, and focus groups to inform UX and app navigation improvements, resulting in higher user satisfaction and smoother performance.
- Maximized session duration and achieved a 90% retention rate within 5 months by optimizing visual design using psychological research and monitoring key KPIs such as churn rate.
- Launched 2 new services and 3 market entry strategies by conducting competitor analysis and risk assessments using a custom Competitor Research framework informed by stakeholder interviews and secondary databases.

Genoa Black

Feb 2022 – Apr 2023

Researcher and Strategic Planner (Research Lead)

Edinburgh, United Kingdom

- Generated 50% of annual revenue by diversifying Strategy team services and developing frameworks (Value-Attitude matrix) for customer metrics, while driving a 35% increase in employee satisfaction within 2 quarters.
- 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.
- Produced £20k in project value by developing a strategic framework for international market entry, recommending priority regions and tailoring products through competitor analysis and market research.
- Enhanced employee satisfaction and engagement by analyzing SurveyMonkey feedback to assess workforce health and recommending strategic initiatives aligned with company goals.
- Projected a £50k profit within 5 years for a Scottish charity by creating new, charity-aligned revenue streams (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

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Master of Business Administration (MBA) with Distinction

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

Cardiff, United Kingdom

Sep 2015 – Jun 2018

Nottingham, United Kingdom