KITAN ADEMIDUN

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EDUCATION

Western University Class of 2021

Computer Engineering and Honors Business Administration Dual Degree

Awards: McKay Lassonde Excellence in Engineering, Top 25% - HBA; Linamar Scholarship for Women in Business & Engineering; Engineering Dean's list; Distinction in Engineering Scholarship

EXPERIENCE

Oliver Wyman Toronto, Canada July 2021 - Present

Management Consultant

- Analyzed and managed data from 200+ customer survey responders to draw quantitative insights on target company
- Conduct market analysis of bill payments industry; researched competitive landscape, market size & market opportunity
- Accelerated data cleaning of excel files using Python; Developed code to intake unformatted and unorganized lists and transform it to a standardized format csv -- modified code to be re-used across several data sources
- Participated in 20+ customer interviews to develop opinion on customer perception

Imagine Health Centers Edmonton, Canada Summer 2020

Web Development & Digital Strategy Intern

- Supported pair of founders in exploration of direct-to-consumer platform for pet health services & products online
- Conducted market research & user interviews to identify market opportunity, customer trends and user segments
- Performed regulatory research to identify provinces with barriers or opportunity for entry

Scotiabank Toronto ON, Canada Summer 2019

Data Analyst & Business intelligence developer – Global Business Payments

- Defined and measured sales metrics to develop report dashboards and assess effectiveness of promotional activities
- Translated data requirements and technical needs to data engineering team for support in delivering business use cases
- Develop Python scripts to accelerate client data resolution; Improved processing time from 2+ hours to ~5 minutes
- Conducted NLP analysis in Python to aggregate client and vendor lists and identify upsell opportunities; handled large data sets with 100k+ data entries

TD Canada Trust Toronto ON, Canada Summer 2018

Data Management, Governance & Analytics, Summer Co-op

- Worked with different functional teams to map key customer identifiers across different business products
- Developed use cases and SQL code to interpret relationship between account trends and selling opportunities
- Organized and led meetings amongst product line managers to coordinate database field definitions

TECHNICAL PROJECTS

Friends On Spotify | React, Javascript, MongoDB, Heroku, Spotify API, 3rd Part Authentication
https://github.com/oademid2/friends-on-spotify
Tool to create similarity metrics by comparing listening habits between friends using Spotify API. Goal of creating something would integrate social network into Spotify to increase engagement.

Chatable |React, Javascript, Heroku, Firebase
https://github.com/oademid2/chatable
Chat room app where users can create new rooms and join existing – clubhouse for chat

EXTRA CURRICULARS

- **Global Engineering Week**: *Director of Growth & Partnerships* [2019-2020]
- **UWO Black Student Association**: *VP of Finances, prev. VP of Communications, Community Liaison* [2017-2020]
- **Ivey Fintech Probono Consulting**: *project conducting research for AI boutique firm on U.S market entry* [2017-2020]

Skills: Python, Java, JavaScript, SQL , Excel, HTML, CSS, NodeJs, React, MongoDB, Firebase