

Philip Wong

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BACKGROUND INFORMATION

- **Programming:** Python, R, SQL, and MS Excel VBA
- **Data Visualizations:** Tableau, Google Data Studio, Mode, R Shiny, and Plotly
- **Miscellaneous Technologies:** A/B testing, ETL, MS Power Automate, command line, Git, and Salesforce Lightning

PROFESSIONAL EXPERIENCE

KIJJI CANADA

Toronto, ON

Data Analyst / RevOps

May 2020 – Present

- Built ETL pipelines by funneling external data sources to our data warehouse – scheduled through hourly Cron jobs
- Built self-serving business intelligence dashboards in Tableau to drive revenue growth among our Commercial sales teams, helping them depict high and low performing clients for consultative selling and account management
- Supported sales planning decisions (i.e., targets, incentives, campaigns, pricing, and sales territory management) by providing quantitative insights leveraged through data modelling techniques using tidymodels and ggplot2
- Led the entire Salesforce automation workflow projects by providing detailed technical requirements to the development team, ensuring new workflows do not conflict with existing processes

HONDA CANADA INC

Markham, ON

Graduate Experience Accelerated Rotation Program

Oct. 2018 – Apr. 2020

- 18-month leadership development program, building strong foundation in the company's core business operations through 6-month assignment rotations
- **Data Analyst:** Queried up to 800,000 rows of uncleansed datasets for further manipulation to derive business insights through exploratory data analysis and modelling (regression, random forest, classifications, etc.)
- **Sales Ops Analyst:** Built interactive dashboards & ad-hoc reports automated through Excel VBA & Power Query for deep analysis and improved sales forecasting (88-90% accuracy)
- **CRM Specialist:** Led meetings with cross-functional groups and stakeholders to coordinate project deliverables, managing digital transformation initiatives (i.e. email campaigns, newsletters, website optimizations, digital ads, etc.)
- Presented to the board of executives an on-going initiative that streamlines Voice-of-Customer process as part of Honda's digital transformation project, enhancing decision making and process flows

ROYAL BANK OF CANADA

Burlington, ON

Sales and Marketing Projects Intern

May. 2017 – Aug. 2017

- Nominated for Student of the Term Award amongst 450+ student interns/co-ops
- Worked alongside the VP of Commercial Financial Services (CFS) division and regional sales coach in supporting 12 teams across Southwest Ontario (SWO) to ensure all mandates are met
- Presented market trends and growth opportunities based on regional performance through compiling 50+ quarterly reports from all CFS teams in SWO

ADAPT MEDIA

Toronto, ON

Digital Marketing Intern

May. 2016 – Aug. 2016

- Developed techniques and proficiency in promoting campaigns through SEO/programmatic platforms such as Google AdWords, Google Analytics, Centro DSP, and Acuity
- Improved overall portfolio bounce rates by +70% through modifying ad headlines, copywriting, and keyword-relevancies while minimizing the client's bid-prices and CPM

EDUCATION

SMITH SCHOOL OF BUSINESS – QUEEN'S UNIVERSITY

Kingston, ON

Bachelor of Commerce – Marketing Analytics & Corporate Strategy

Sep. 2014 – May. 2018

LOUVAIN SCHOOL OF MANAGEMENT – UNIVERSITE CATHOLIQUE DE LOUVAIN

Belgium

Exchange Program

Sep. 2016 – Dec. 2016