

# Rachael Lam

Data enthusiast with experience in product, operations, design and recruitment.

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## EDUCATION

### University of Toronto

Toronto, Canada  
Sept 2020 - Present

#### Masters of Information – Human-Centred Data Science

Relevant Courses:

- Programming for Data Science
- Introduction to Statistics for Data Science
- Data Analytics: Introduction, Methods and Practical Approaches
- Experimental Design for Data Science
- Data Governance in a World of Big Data

### University of Toronto

Toronto, Canada  
2019-2020

#### Foundations of Business Analysis, Business Analysis Tools and Techniques

- Create an effective plan for BA work that includes the selection of the most appropriate techniques to address business needs and solution requirements.
- Communicate the value of BA work to stakeholders in terms of improved solution delivery, performance and risk.

### BrainStation

Toronto, Canada  
2019

#### Data Analytics, Product Management, UX Design

- Data Analytics course outcomes: Data Foundations, Databases, Cleaning and Analyzing Data, Visualization and Presentation of Data, Tableau, MAMP, SQL, Excel
- PM course outcomes: Product Discovery, Minimal Viable Product, Scrum
- UX Design course outcomes: User Research, Information Architecture, Sketching & Wireframing, Prototyping

### Pitzer College

Claremont, California  
2011 – 2016

#### Bachelor of Arts – Africana Studies

- Senior Thesis: Emancipatory Beats, Rhythms and Rhymes: Music as a Contemporary and Historical Function of Resistance

## RELATED EXPERIENCE

### Studio Bupskee

June 2019 – August 2020

#### Product Manager

- Innovated and executed design-focused, lean methodology in art production with low-budget, small size testing, which led to profitable and scalable MVPs.
- Created long term and short term roadmaps to document direction and progress of company and artist vision.
- Collaborated with artists to design and build e-commerce websites, rethinking and substituting traditional sales platforms such as galleries to increase profitability for the artists.
- Focused on art marketing and client building through the use of Google Analytics, integrated data collection and affiliate marketing programs.

### Lokafy

April 2017 – December 2018

#### Product and Operations Manager

- Collaborated with operations, developers and the founder to ideate and create an automated bookings platform, which led to a decrease in cancellations by 40% and increased local guide network by 30%.
- Managed up to 10 team members at a time in 3 separate countries bringing in about \$1,000,000 in revenue.
- Led restructuring of the operations system and wrote internal process documents to ensure each team member had a defined role that catered to their unique skill set.
- Developed customer relationships (B2C) and established partnerships with GetYourGuide and Trip Advisor (B2B) and designed and produced client facing booking material including email templates and pre-tour questionnaires that improved customer satisfaction and streamlined internal workflow.

## SKILLS

Technical

Python, R, R Studio, HTML, CSS, Tableau, SQL, Sketch, Django, Zepelin, WordPress, UX Design, Wireframing

Interpersonal/Communication

Strategic Thinking, Leadership, Customer Success, Operations Management, Time Management, Content Writing, Social Media Management, Content Editor, Internal Business Communication, Business Development