**Nicolas Poveda**

45 Carlton Street, Toronto, ON, M5B 2H9 | nickpoveda123@gmail.com | (289) 442-7236

**Highlight of Qualifications**

* 3+ years’ experience fostering relationships and managing 30+ brand partnerships across different domains and languages. Ranging from value in-kind partnerships with Spanish speaking partners to revenue generating partnerships with French speaking partners. Driving over 40% of total engagement levels for the Member Benefits loyalty rewards program consistently for 2 years. During my time on the team, we became Canada’s #1 loyalty telco rewards program and won the 2023 EEA (Innovation and excellence award).
* Proven track record leveraging data analytics to perform analyses on customer behavior to pinpoint specific traits and predictors that drive customer engagement. Continuously executing on these insights using direct marketing tactics leading to a +26% YoY increase in engagement and redemptions rates.
* I hold an Honours Bachelor of Economics from the University of Ottawa. Choosing to expand my analytical prowess, I am currently completing a Master of Management Analytics at the Queens University Smith School of Business.
* As evidenced by my roles in partnerships and Business Process optimization, I have honed excellent analytical problem-solving skills and have a meticulous attention to detail and accuracy.
* During my undergraduate degree I gained a solid foundational understanding in statistics, coding and data visualization using R. Now in my master’s degree I am furthering my understand in statistics building predictive models in python and SQL which I have begun to apply in my current role. I have a deep interest in data analytics and the value it provides as well as and aptitude for learning it! Which was my primary motivation for returning to school.

Dear Hiring Manager,

My name is Nicolas Poveda, and my professional journey has been a unique blend of academic dedication and real-world leadership experience. My career has been defined by a strong ability to bridge the gap between fostering relationships and data-driven decision-making or to speak plainly bringing the gap between hard skills and soft skills. With years of experience as a Brand Partnerships Lead, I have honed my skills in executing high-impact partnerships, overseeing complex campaigns, and leveraging data to optimize outcomes that deliver measurable results. Whether it’s analyzing market trends, conducting competitive analyses, or using data to forecast and optimize campaign outcomes, I bring a keen eye for detail and a passion for data-driven strategy.

What draws me to your company is the opportunity to apply my unique combination of fostering relationships and data analytics expertise in a forward-thinking environment. I am particularly excited about the potential to collaborate with a dynamic team that values innovation and precision as much as I do. At Virgin Plus, I have cultivated a deep appreciation for the power of data in driving success, and I am eager to bring this perspective to your company.

Every day, I work closely with cross-functional teams and external partners to craft and execute strategies that drive sales, engagement and growth. I am confident that my experience in brand partnerships, combined with my analytical acumen, would make me an asset to your team. I look forward to the opportunity to further discuss how I can contribute to your continued success.

Sincerely,

Nicolas Poveda

**EDUCATION**

**Smith School of Business – Queens University Apr 2024 -Apr 2025**

* Master of Management Analytics
  + - Top 15% in Kaggle competition for predicting housing sales using regression model in python

**University of Ottawa Sept 2016-June 2020**

* Honours BSocSc with Specialization in Economics (French Immersion)
  + - Men’s Varsity Rugby Team / Academic Exchange at the Universidad de Barcelona (SGH) - Fall 2019

**EMPLOYMENT EXPERIENCE**

**Brand Partnerships Lead, Bell (Virgin Plus), Toronto, ON 2023 – Present**

* Responsible for securing strategic partnerships with globally recognized brands to provide Virgin Plus Members with VIP access and one-of-a-kind experiences and increase sales opportunities for both Virgin and its partners.
* Manage up to 30 partnership relations with a strong ability to identify new partnership opportunities and negotiate legal contracts resulting in a ~15% increase in partner program engagement, a 12-basis point decrease in churn for Virgin YoY, as well as a ~140% increase in Quebec focused partnerships.
* Responsible for measuring Member Benefits program performance, analyzing market trends and providing key insight on the program performance to determine what areas of the business to focus on.
* Responsible for planning and executing communications plan for Member Monday program launch, resulting in ~11.1M impressions across multiple channels and communications tactics.
* Plan and execute the product roadmap for the My Benefits App push notification strategy resulting in 11 successful deployments and achieving the highest click through rate when compared to all other communication tactics, resulting in over 1.3M impressions to date.

**Partnerships Specialist, Bell (Virgin Plus), Toronto, ON 2021 – 2023**

* Responsible for managing strategic partnerships with a strong ability to acquire new partners, retain existing relationships, and develop new business models for partners to integrate with the Virgin loyalty program.
* Developed, analyzed, and reported on key metrics associated with the Member Benefits Program using data analytics to support future campaign strategy.
* Leveraged SMS, e-mail, push notification, and digital marketing to drive engagement, brand affinity, retention, and program awareness resulting in a ~60% increase in clicks YoY.
* Used a broad range of program and Member data to develop new consumer segments for enhanced targeting resulting in a ~120% increase in offer redemption rates.

**Business Process Optimization, Specialist, Bell, Toronto, ON 2020 – 2021**

* Developed analytical, project management, and communication skills.
* Conducted deep dives to identify process pain points and develop optimization strategies for Blueprints, Self-Serve, and Work Force management teams.
* Plan and execute Return Label optimization program resulting in a 57% increased efficiency rate for Return Label Self Serve process and 601K in yearly savings from reduced call volume.
* Plan and execute Satellite TV Remote Control return optimization program resulting in a 11% decrease in self serve flow drop off rate and 129K in yearly savings from reduced call volume.
* Implemented Blueprints, technical support pages, and external communications optimizations based on business case needs.

**Customer Experience Consultant (Co-op), Bell, Toronto, ON Summer 2019**

* Worked in teams on a consulting project to improve Bell’s overall customer experience.
* Analyzed customer data to determine pain points in the customer’s process and developed data-backed solutions.
* Presented solutions to Bell’s senior management, providing the company with ~$1.5M in annualized operational savings.

**ADDITIONAL INVOLVEMENT, AWARDS, SKILLS & INTERESTS**

* 2023 EEA (Innovation and excellence award) – Bell Canada
* Proficient in Outlook, Excel, PowerPoint, Python, SQL, SAS, MicroStrategy, Google Analytics, Adobe Analytics, & Tableau
* Fluent in Spanish, French, and English
* Passionate about running, travel and reading.