**Sahil Singh**,MMA

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**STATEMENT OF INTEREST**

Firm believer in leveraging technical acumen alongside powerful storytelling as a vehicle for impactful organizational change. Blending 7+ years of skills in data analytics, strategy development, and cross-functional knowledge of corporate finance, marketing, and sales to bring a holistic perspective to real world challenges.

**EDUCATION**

**Queen’s University** Toronto 2024

Master of Management Analytics, Analytics & Artificial Intelligence (A&AI)

* Cumulative GPA of 4.0/4.3

**University of Guelph-Humber** Toronto 2013-2017 Bachelors of Business Administration, Accounting

* Cumulative GPA of 3.7/4.0

**WORK**

**EXPERIENCE**

**TD Bank**

Finance Operations Analyst Moncton 2021-Present

* Monitored transaction processing and general accounting for funds across US and Canadian borders for brown dollars in excess of $30MM
* Designed and implemented SQL based **ETL pipelines** to extract, transform, and load financial data from multiple sources, reducing month-end reporting time
* Managed 30+ financial support services under IFRS and US GAAP while streamlining processes by designing four new reporting mechanisms reducing working hours by 24 annually

**Rogers**

Senior Business Insights Analyst Toronto 2020-2021

* Effectively responded to COVID-19 crisis through transition of data mart tools used to host base management list ensuring timely assignments for customer contact
* Instituted a territory-based sales coverage plan and used the insights to define the market opportunity, coordinated lead distribution, and go-to-market strategy for new products
* Contributed to growth in B2B penetration rate within Ontario region over 12-month period through segmentation design
  + Developed analytical models to estimate the impact of different scenarios to assisting in business decision making process through linear regression models

**WORK**

**EXPERIENCE**

**CONTD.**

* Created a Pipeline Evaluation analysis tool to monitor sales agent account ownership leveraging CRM (Salesforce) data to enable effective decision-making in front-line change management project design directly maintaining WoW coverage ratios

Business Insights Analyst Toronto 2018-2019

* Introducing and co-owning part of the company's small and medium business market segmentation development plan; design, implementation, and reporting on sales territory model
* Managed marketing lead campaigns to ensure productivity capacity and sales opportunity can be actualized in accordance to activity models and channel targets; led initiatives which increased disposition rate by 59%
* Assisted in the launch of Rogers fibre cable services in B2B space through KPI development and reporting

New Grad Leadership Program Toronto 2017-2018

* Generated ad hoc reporting for Sales and Marketing departments on KPI/campaign metrics through the use of scripts in a relational database
* Ensure proper allocation of expenses for budgeted funds on monthly basis for 2018 EBU Product Marketing operating budget comprising of $2.1MM; created and maintained spreadsheets used to assist in monitoring, interpreting, and presenting the financial information for each project

**CORE COMPETENCIES**

**Skills:** statistics (regression, hypothesis testing, probability distributions), data modelling, visual design

**Programming Languages:** Python (data analysis, machine learning, predictive analytics), SQL, and familiarity in R

**Tools:** MS Excel, MS Access and MS suite of tools, RDBMS platforms such as Oracle SQL Developer and PostgreSQL, Salesforce, Pentaho (ETL tool), Alteryx, R Studio, Tableau

**Languages:** English and Punjabi (Bilingual)

**AWARDS AND HONOURS**

**Buddha’s Light Scholarship** 2024

Awarded by Fo Guang Shan (FGS) Toronto for academic achievement, leadership, and community service

**Dean’s Honours List** 2013-2017Awarded to the top 10th percentile in academic achievement of the 2017 graduating class

**VOLUNTEER EXPERIENCE**

**AND**

**EXTRA**

**CURRICU- LARS**

**Canadian Red Cross** Toronto 2022-Present

Emergency Responder Team Member

* Deployment: Peel Asylum Seekers; provided emergency support and resources to refugees to assist with their transition and well-being
* Actively engaged in team preparedness activities while awaiting deployment

**Amateur Martial Arts Athlete** Toronto 2015-Present

BJJ Tournament Champion – Various

* Collaborate and develop technical drilling program alongside training partners
* Balanced mental, physical, and emotional challenges of combative competition and daily training

**Queen’s University Assets Fund** Toronto 2024

Investment Analyst

* Supported research and investment strategy development for a student-managed portfolio of alternative assets totaling ~$600,000

**Harvest House**  Moncton 2022-2023

Kitchen Staff Volunteer

* Serving over 300 meals each day for at-risk communities in the Greater Moncton Area
* Improvise and enhance meal plans according to available ingredients with consideration to nutrition and overall quality

**Youth Mentor** Brampton 2019-2020

Big Brothers and Sisters of Peel

* Counselled assigned mentees (2) throughout adolescent experiences
* Developed and maintained positive relationships with other mentees and mentors in the group mentoring program

**References available upon request**