Ali Naveed

s.alinaveed@gmail.com - 778-323-1260
909 Bay Street, M5S 3L6, Toronto, ON, Canada

Education

University of British Columbia, Vancouver, 2012 - 2017
Bachelor in Mathematics, Minor in Economics

Select Coursework:

- CFA Level 1 Candidate
- Probability (Advanced)
- Machine Learning
  (Stanford Online '18)

- Economics: Money & Banking
- Programming in Python
- Artificial Intelligence for
  Robotics (Georgia Tech '18)

Work Experience

Acuityads, Toronto, Dec 17 - Present
Reporting Analyst, Ad Operations (Fastest growing Programmatic Advertising firm in North America)

- Created a model to reconcile billing discrepancies across different platforms. The Model also automatically adjusts the budget based on key factors, including viewable impressions and percentage viewability. This initiative saved campaign managers 30 minutes per day.
- Lead Consultant on Newcap Radio's digital marketing efforts to execute over 100 CTR campaigns in over 6 weeks. Designed strategies including demographic targeting, supplemented by 3rd party audience segments. Created model to streamline campaign launch pipeline, reducing errors by 27%.
- Business Lead for a trial CTR (Click-through Rate) marketing campaign competing for a CAD 300K contract. Designed and presented campaign to the client, winning one of the most prestigious customers at Acuityads.

Echelon Wealth Partners, Toronto, Jul - Sep 2016
Equity Research Associate, Research Division

- Authored the first 'High Quality Dividend Yield Screening Report' for equity investors. This is now a quarterly investor publication using the methodology I helped create.
- Worked with a team to research screening criteria to identify high potential pharmaceutical investments.
- Analyzed the mining and healthcare industry to advise research executives of portfolio strategies.

Scotiabank, Toronto, Sep - Dec 2015
Financial Analyst, Scotia McLeod

- Spearheaded an Earnings Variance Analysis across all products within Scotia McLeod. Back tested against forecasts for 5 years, it concluded competitive pricing the main contributor to revenue growth for the top 3 products. Presented the model to VP and subsequently was adopted by the FP&A team to explain deviations.
- Improved overall lead time and validation from 6 hours to 2 minutes for the sales performance reporting of 250 wealth advisers by programming macros and sales automation.
- Created a VBA program to automate the process of sending encrypted branch budget reports to 250 Scotia McLeod Finance branches, increasing delivery speed by 18x.

Barclays PLC, Islamabad, Jun - Jul 2014
Summer Intern, Corporate Division

- Assisted regional corporate banking team win one of its largest corporate accounts (Halliburton).
- Trained and managed a team of interns and junior relationship bankers on process of verifying authenticity of registered companies with the Securities and Exchange Commission (SECP).
- Prepared Risk Score Models and Standard Due Diligence reports for 30 corporate accounts. Enhanced process efficiency by improving formulae in spreadsheets, reducing total Risk Score Model queries by 50%.

Additional Interests & Achievements

- Gold Medalist in amateur boxing tournament, Vancouver, 2016.
- Amnesty Canada, Vancouver, 2016.
- International Major Entrance Scholarship, UBC, 2012. IKC Math Award for top 100 students, 2012.
- Proficient in MATLAB, PANDAS, SCIPY and NUMPY, Visual Basic for Applications and VBA Macros.
- Traveled 10 countries, and lived in three countries across three continents. Avid equity investor.
- Fluent in English and Urdu.