

Ali Naveed

s.alinaveed@gmail.com - 437-345-5573
909 Bay Street, M5S 3L6, Toronto, ON, Canada

Education

University of British Columbia, Vancouver, 2012 - 2017

Bachelor in Mathematics, Minor in Economics

University of Toronto, Digital Coursework (on-going)

Data Science with Python and SQL

Work Experience

TD Bank, Toronto, Oct 18 – Present

Market Risk Analyst, Capital Markets

- Led data tracking initiative using SQL and Python to standardize tech issues escalation process. Worked with trade booking, market risk control, operations, and risk teams to create a prioritization framework and risk analysis repository. Reduced issues by 30% in first 2 months by reducing redundancies and reporting errors, decreasing 50K CAD in annual costs.
- Deliver regular Python workshops to large audiences including analysts and senior managers through TD's Centre of Excellence. Attendees to my workshops receive a Foundations in Python certification, contributing to their professional development.
- Awarded the *Above and Beyond Prize in Innovation* for streamlining a procedure to generate a daily exposure correcting plug. The time-saving project reduced errors in 4 risk teams and increased delivery speed by 10x following my revised methodology.

Acuityads, Toronto, Dec 17 – Oct 2018

Consultant, 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 proposal 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.

Additional Interests & Achievements

- Gold Medalist in amateur boxing tournament, Vancouver, 2016.
- International Major Entrance Scholarship, UBC, 2012. IKC Math Award for top 100 students, 2012.
- Proficient in Python, SQL and VBA Macros.
- Traveled 12 countries and lived in three countries across three continents.