

SIMONE BETITO

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📍 New York | Toronto | Vancouver



WORK EXPERIENCE

DATA VISUALIZATION DEVELOPER - Girl Scouts of USA

📍 New York/Remote

Sep 2019 - Ongoing

Key Achievements:

- Created a cohesive design system utilized by the data team.
- Learned Looker and became a tool administrator in less than a month.

REPORTING ANALYST/PERFORMANCE ANALYST II - TELUS

📍 Vancouver/Remote

April 2016 - Sep 2019

Key Achievements:

- Organized, streamlined and centralized all team reporting with various audiences (project managers, business analysts, directors & VP's)
- Championed and created a new SharePoint site for the team that better aligns with team goals. Initiated a new Tableau server for the team and partnered with key stakeholders in the department. Current administrator for the server. Championed the transition from manual reporting to dashboard reporting with Tableau and the Resource Project Planner using custom SQL code. Transitioned four reports from manual inputs to fully automated dashboards accessible on the Tableau Server for executives to access on a self-serve basis.
- Received the performance recognition award in July and November 2016 at the monthly team meeting.
- Selected as the only TELUS team member to attend the #DATA17 Tableau Conference in Las Vegas.
- Selected as one of three employees to transition from a contractor to a full-time team member.
- Co-Lead of the Thought, Leadership & Analytics in Connections Vancouver, TELUS' Women's Network. Duties include: gathering gender breakdown data of employees at TELUS and measuring Connections Vancouver KPIs.

Q1 2018 winner of the Leadership Excellence award, Service Development PMO at TELUS
Q2 2018 Fiscal Champion Excellence award, Service Development PMO at TELUS

DIGITAL ANALYST, BUSINESS INTELLIGENCE - Touché

📍 Toronto

June 2015 - Sep 2015

Key Achievements:

- Learnt six reporting tools in three months including: Domo, Google Adwords, Facebook Ads etc.
- Responsible for all post-campaign client facing reports.
- Report insights used to guide and optimize digital media strategies and increase conversions.

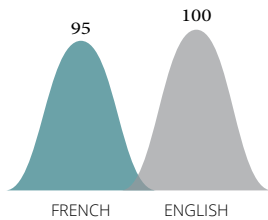


TOOLKIT

TABLEAU/TABLEAU SERVER
ADOBE CREATIVE SUITE
DATA WRANGLING: ACCESS/ EXCEL
PYTHON/JUPYTER NOTEBOOKS
GOOGLE SUITE
HTML/CSS/JAVASCRIPT
DATA ANALYSIS
JIRA
SERVER MANAGEMENT
(MICROSOFT SQL SERVER)
GITHUB
MACHINE LEARNING



LANGUAGES



CERTIFICATIONS

GOOGLE ANALYTICS
February 2017



PUBLICATIONS

EPHEMERA MAGAZINE
ISSUE #3 - NOV 2017



EDUCATION & COURSES

DATA VISUALIZATION

MASTER OF SCIENCE
The New School, New York City
2018-2019

Provost Scholarship Award
Winner

Partnered with the UNDP
Regional Bureau for Africa, to
investigate renewable energy
in Sub-Saharan Africa using
data visualization.

INFOGRAPHICS & DATA VIZ

SCHOOL OF CONTINUING
EDUCATION
George Brown College, Toronto
2014

Introductory course.
94% final grade

GRAPHIC DESIGN CERTIFICATE

SCHOOL OF CONTINUING
EDUCATION
George Brown College, Toronto
2014 - 2015

Courses Included:
Introduction to Adobe
Creative Suite, InDesign,
Illustrator, Photoshop, Design
Principles

MARKETING MANAGEMENT

HONORS BACHELOR OF COMMERCE
Ryerson University, Toronto
2011 - 2014

Degree Awarded in June 2014.

Courses Included: Corporate
Finance, Statistics, Brand
Management, Database
Marketing, Consumer
Behaviour, Retail Buying,
Marketing Metrics,
Accounting



VOLUNTEERING

- [#DATAFORACAUSE](#) VOLUNTEER DATA ANALYST 2017 - ONGOING
- [CIVIC TECH TORONTO](#) UX DESIGNER FOR THE TORONTO BUDGET PROJECT 2016
- [TORONTO WOMEN'S DATA GROUP](#) ORGANISATION & DESIGN 2015
- [CROHN'S & COLITIS CANADA](#) FUNDRAISING PARTICIPANT, 'GUTSY WALK' 2006-ONGOING
- [CINEFRANCO FESTIVAL](#) FESTIVAL VOLUNTEER - 2014