

SUVAENA LAVENTHIRAN

Management Engineering

☎ (647) 272-2159

✉ s2lavent@uwaterloo.ca

🌐 [linkedin.com/in/suvaena-laventhiran](https://www.linkedin.com/in/suvaena-laventhiran)

EXPERIENCE

Junior Data Analyst

CIBC Digital

Jan – Apr 2020

- Prepared 15+ Adobe Analytics project dashboards for online and app banking products displaying front-end reporting and generated key insight reports to produce data-driven decisions to drive sales
- Utilized Confluence and JIRA to singlehandedly develop 30+ agile user stories defining analytics scope, requirements and KPIs
- Spearheaded employees of cross-functional teams to create measurement frameworks across 10+ projects in 5 agile pods
- Optimized digital marketing campaigns by creating user interaction-based audiences and cleaned up more than 100 lines of JavaScript code to improve processing efficiency by 10%

IT Solutions Analyst

City of Toronto

May – Aug 2019

- Defined project requirements and proposed new solutions selected for implementation across City of Toronto projects
- Utilized VBA scripting and iFix to portray trend data used by 10 water plants and 500+ employees across Toronto to ensure client satisfaction
- Audited and restored AutoCAD drawings with required migration documents to match PLC program

PROJECTS

Product Manager, Director of Logistics

Grapevine Networking (NPO)

Jan 2020 – Present

Cofounded a **consulting organization** assisting high school students with guided questions to focus their vision while hosting networking events to post-secondary students and industry professionals

- Prepared documentation for scope, system requirements and user journeys to architect high-level website design
- Optimized work flow and articulated effective changes into written material to present to partnering organizations
- Managed daily operations by orchestrating biweekly meetings and created progress tracking documentation for future reflection

Director of Marketing, R&D Executive

Industry 4.0

Sep 2018– Present

Design team providing high school students with technical and hands-on, real-life engineering case competitions to raise STEM awareness

- Brainstormed 4+ high-level problems and creative solutions while displaying curiosity and enhancing overall competition logistics to increase customer value and reduce costs by 13%
- Closed 5 sponsorship deals and raised competition awareness through creation of social media posts and videos recruiting 15 participating high schools

EDUCATION

2B, Management Engineering

University of Waterloo (B.A.Sc)

Sep 2018 – Jun 2023

STRENGTHS

- Strong **analytical thinking and problem-solving** skills gained by handling fast-paced environments and innovatively working through new challenges
- Actively applying **process improvement** skills demonstrated through coursework while optimizing a pizza factory to transport goods efficiently on conveyor belt, decreasing process time by 28%
- **Scoping and prototyping** acquired through project experience, articulating work scope and designing a viable solution to present to stakeholders

TOOLS

Product Management:

JIRA

Agile

Confluence

Waterfall

Data Analytics:

SQL

R

VBA

Tableau

Adobe DTM

Adobe Analytics

Adobe Launch

Front End:

HTML

JavaScript

CSS

Back End:

Java

Python

Go

Ruby

SEO/Marketing:

Google Analytics

Google AdWords

Google Campaign Manager

ACHIEVEMENTS

CIBC FLEX Case Comp (2nd)

Mar 2020

- Established an implementation plan and framework for an ecommerce hub assisting microbusinesses through providing 6 potential partnerships while increasing CIBC cross-product sales

Management Consulting Case (Top 5)

Apr 2020

- Proposed implementation plan of 5 new, creative ventures generating \$500K in revenue by analyzing effectiveness of current Spotify podcasts

ProdCon Design Comp (4th)

Nov 2019

- Improved Microsoft Teams user accessibility by launching a prototype for color palette to aid colour-deficient vision

INTERESTS

Travelling • Coding • Calligraphy • Hiking • Cooking