

# SUVAENA LAVENTHIRAN

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## EXPERIENCE

### Loblaw Companies Limited

#### Data Acquisition Engineer

Sept – Dec 2020

- Implemented design thinking methodologies to create an automated SharePoint process which increased the efficiency of data intake by 28% and delivered usage reports
- Conducted vendor meetings and evaluated loyalty data to ensure alignment with 2021 initiatives; helped optimize pricing, shelving tactics, and analyze customer demographics

### CIBC Digital

#### Junior Data Analyst

Jan – Apr 2020

- Drove sales by 12% through developing 15+ front-end Adobe Analytics project dashboards to track key metrics of online and app banking products
- Developed 30+ agile user stories utilizing Confluence and JIRA to define analytics scope, requirements and KPIs
- Cleaned up 100+ lines of JavaScript code to achieve 10% processing efficiency and optimize digital marketing campaigns

### City of Toronto

#### IT Solutions Analyst

May – Aug 2019

- Defined key project requirements and proposed new solutions selected for implementation across City of Toronto projects
- Portrayed trend data utilizing VBA scripting across 10 Toronto water plants and 500+ employees to ensure satisfaction

## LEADERSHIP EXPERIENCE

### LittleBigCreations

#### Founder

Nov 2020 – Present

**Small business** for handmade watercolour cards and custom projects

- Solely researched target niche, created an adaptable business plan and devised a pricing strategy for Etsy and Instagram
- Managed day-to-day operations of a busy online shop which successfully grew by 12 new customers and 65% over 2 months
- Employed my eye for aesthetic designs to create multiple mediums of marketing that story tell my vision and products

### Industry 4.0 (University Club)

#### Director of Marketing

Sept 2018 – Present

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

- Closed 5 sponsorship deals and recruited 15+ high school teams through social media content creation
- Developed an 8-month roadmap and led team of 5 people to develop a process for an optimization case competition

### Grapevine Networking (NPO)

#### Director of Logistics, Product Manager

Jan – Aug 2020

**Consulting organization** assisting high school students with guided questions and networking events to focus their vision

- Prepared documentation for scope, technical specifications, design and user journeys to architect high-level website design

## EDUCATION

### 3A, 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
- Scoping and prototyping** acquired through establishing user requirements and designing viable solutions for stakeholders

## SKILLS / TOOLS

### Product Management:

JIRA Agile Confluence Waterfall

### Product Development:

Innovation Prototyping Product Pitching

### Data Analytics:

SQL R Tableau

Adobe DTM / Launch / Analytics

### Front End:

HTML JavaScript CSS

### Back End:

Java Python Go Ruby

### UI/UX:

Figma InVision

### SEO/Marketing:

Google Analytics / Campaign Manager / AdWords

## ACHIEVEMENTS

### Loblaw Ideation Challenge (4<sup>th</sup>)

Nov 2020

- Designed a product proposal and pitch for an AI empowered app to enhance retail experiences for visually and auditorily impaired customers

### RBC AmpHacks

Oct 2020

- Assembled a prototype, website and business plan for a central talent swapping hub utilizing front end programming and back end storage using React, HTML, CSS and JavaScript

### CIBC FLEX Case Comp (2<sup>nd</sup>)

Mar 2020

- Established an implementation plan and framework for an ecommerce hub assisting microbusinesses while increasing CIBC cross-product sales

### Microsoft ProdCon Design Comp (4<sup>th</sup>)

Nov 2019

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