

Philip Wong

Toronto, ON Canada | [GitHub](#) | [LinkedIn](#)

BACKGROUND INFORMATION

- **Scripting Languages:** SQL, Python, R, Bash, and Git
- **Data Visualizations:** Tableau, Google Data Studio, ggplot2, R Shiny, and Plotly
- **Miscellaneous Technologies:** Databricks, AWS, Prefect, MS Power Automate, Salesforce Lightning, and MS Excel

PROFESSIONAL EXPERIENCE

KIJIJI CANADA

Toronto, ON

Senior Data Analyst, Revenue Operations

Oct. 2022 – Present

- Collaborated with data engineers by identifying and sourcing new data streams, integrating them into our data lake
- Built and designed data architecture of our virtual data marts, instilled trust and reliability through data quality initiatives (i.e. automated jobs with data breakage alerts)
- Partnered closely with sales leadership team to define GTM strategies and metrics (i.e. sales target setting, sales incentives, sales pipeline analysis, and territory management)
- Built a random forest prediction model in Python to depict clients with high risk of churn

Data Analyst, Revenue Operations

May 2020 – Sep. 2022

- Extract and loaded operational systems (CRM, Marketing) data into Databricks via scheduled Cron jobs in RServer
- Built self-serving business intelligence dashboards in Tableau to depict growth opportunities among our B2B sales teams, helping them identify high/low performing clients for consultative selling and account management
- Coached a team of 10 analysts to adopt version control best practices with GitHub in their daily workflows, enhancing team collaboration while reducing “analyst silos”

HONDA CANADA INC

Markham, ON

Graduate Experience Accelerated Rotation Program

Oct. 2018 – Apr. 2020

- 18-month leadership development program, building strong foundation in the company’s core business operations through 6-month assignment rotations
- **Data Analyst:** Queried up to 800,000 rows of uncleaned datasets for further manipulation to derive business insights through exploratory data analysis and modelling (regression, random forest, classifications, etc.)
- **Sales Ops Analyst:** Built interactive dashboards & ad-hoc reports automated through Excel VBA & Power Query for deep analysis and improved sales forecasting (88-90% accuracy)
- **CRM Specialist:** Led meetings with cross-functional groups and stakeholders to coordinate project deliverables, managing digital transformation initiatives (i.e. email campaigns, newsletters, website optimizations, digital ads, etc.)
- Presented to the board of executives an on-going initiative that streamlines Voice-of-Customer process as part of Honda’s digital transformation project, enhancing decision making and process flows

ROYAL BANK OF CANADA

Burlington, ON

Sales and Marketing Projects Intern

May. 2017 – Aug. 2017

- Nominated for Student of the Term Award amongst 450+ student interns/co-ops
- Worked alongside the VP of Commercial Financial Services (CFS) division and regional sales coach in supporting 12 teams across Southwest Ontario (SWO) to ensure all mandates are met
- Presented market trends and growth opportunities based on regional performance through compiling 50+ quarterly reports from all CFS teams in SWO

EDUCATION

SMITH SCHOOL OF BUSINESS – QUEEN’S UNIVERSITY

Kingston, ON

Bachelor of Commerce – Marketing Analytics & Corporate Strategy

Sep. 2014 – May. 2018

LOUVAIN SCHOOL OF MANAGEMENT – UNIVERSITE CATHOLIQUE DE LOUVAIN

Belgium

Exchange Program

Sep. 2016 – Dec. 2016