

# AMIR ABBAS DARBANIBASMANJ

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## QUALIFICATION SUMMARY

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I am a lifelong learner result-oriented lead data scientist and digital products insights and analytics senior manager.

Having over 9 years of working experience in leading analytical projects and data squads and developing and deploying complex data science models, two master's degrees in E-Business Technologies (Digital Transformation) and Marketing Management, and a bachelor's degree in Engineering (Industrial Engineering & Operations Research), I help organizations and teams with achieving their goals utilizing the right data, resources, analytical methods and framework and technologies efficiently and productively; while ensuring that it drives business action.

My Core Skills:

Full-stack Data Science, Machine Learning, Python, PySpark, HDFS, Hive, SQL, Amazon QuickSight, Tableau, APIs, Google Cloud Platform (GCP), AWS, etc.

## WORK EXPERIENCES

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Royal Bank of Canada (RBC)

**Senior Manager, Digital Product Insights and Analytics**

Toronto, Canada

Sept 2022 – Present

- Leading the machine learning-based marketing mix modeling for the Credit Cards marketing team and presenting insights with optimization suggestions for future marketing and advertising budgets allocation as the dedicated analytics lead for the Credit Cards LOB.
- Leading the marketing mix model development pipeline standardization initiative by developing business-agnostic python scripts to be used across different lines of businesses.
- Leading data squads consist of data engineers, analysts, and dashboard developers in analytical projects.
- Developing data assets for advanced analytical end-to-end reports using PySpark.
- Conducting digital insights analysis using analytical methods and frameworks (such as machine learning), Python, etc.
- Developing dashboards using Tableau, Amazon QuickSight, and Looker Studio.
- Utilizing Big Data ecosystem including Hive, HDFS, SQL-based and cloud-based database technologies (AWS, Google Cloud Platform, etc.).
- Serving as the dedicated analytics lead for several internal departments including RBC's famous AI-driven NOMI application, Mobile Engagement pillar, and Digital Components and Platforms, to support them with ad-hoc to deep-dive data-driven analyses and solutions.

- Serving as the analytics lead for Mobile Servicing pillar, overseeing access to funds and enrolment analytical and reporting projects related to HSBC's acquisition by RBC.
- **Achievement:** Won the RBC Amazon Web Services (AWS) data Hackathon.

Scotiabank - MD Financial Management

**Data Scientist - Growth Marketing & Marketing Operations**

Toronto, Canada

Dec 2019 – Sept 2022

- Led the marketing lead scoring project and developed and deployed an end-to-end supervised machine learning model that resulted in a 250% increase in the Lead qualification and acquisition rate.
- Developed a website visitors segmentation model as part of website personalization project which resulted in identifying underlying clusters (e.g., Loyal Visitors & New Visitors) and designing a personalized journey for them.
- Led the marketing data warehousing of large online behavioral and event data of digital resources, which resulted in a fully functioning and centralized cross-channel marketing data warehouse.
- Led the Lead Lifecycle Improvement Program (an end-to-end lead management process and technology improvement initiative) reporting and data analysis.
- Developed marketing personas using clustering and digital lead data to support campaigns and lead nurture program.
- Developed a Newsletter subscribers segmentation model using unsupervised machine learning, which led to the design of a recommender system for Newsletter streams.
- Provided ad-hoc support for data science, data engineering, and data visualization dashboard building requests in the Marketing department.
- **Achievement:** Won the Scotiabank's "Best of Best Award" for the "Top Individual Performance" category in 2021.

Klipfolio Inc.

**Professional Services in Advanced Analytics**

Canada

July 2018 – Nov 2019

- Advised companies on their data science requests about leveraging their data to develop analytical models and drive useful insights.
- Developed data formulas, models, and impactful dashboards on complex structured and unstructured datasets for clients.
- Created data connections and wrote over 600 complex queries to collect data from multiple offline and digital services (API connection) and databases such as SQL-based, Google Analytics, Google Ads, Facebook, Salesforce, etc.
- Successfully advised over 120 global customers including PwC, Deloitte, FC Barcelona, and LG, which resulted in an annual 10% improvement in clients' retention rate.

Brookfield Renewable Partners - Headquarters

**Enterprise Architect and Advanced Analytics, Co-Op**

Canada

May 2017 - Jan 2018

- Served as a member of Data Optimization Working Group, advising Brookfield's North America, Europe, and South American businesses on leveraging operational and business data and creating analytics solutions for them.
- Researched the capabilities of business intelligence and machine learning and their best practices in the energy sector.
- Built BI and machine learning proofs of concepts (PoC) using energy market data resulting in the implementation of the new advanced analytics architecture.
- Participated in the merger and acquisition project's report consolidation with the director of the corporate's Enterprise Architecture team.
- Evaluated vendors and technologies such as ERPs, BI and Analytics, Managed Services, Cloud, and SaaS to establish a full suite of IT services for an acquisition Brookfield Renewable made, resulting in the selection of providers.

Telfer School of Management – University of Ottawa

**Graduate Research and Teaching Assistant, Part-time**

Jan 2017 - Apr 2018

- Conducted data visualization and Tableau workshops for the graduate course "BI Technologies & Big Data Analytics".
- Conducted IBM SPSS Modeler training sessions for the course "Business Data Mining".
- Conducted quantitative and data science research on "Big Data and Data Science skill requirements for the Canadian job market" (government funded research) using 3500 job descriptions, web crawling, web mining, R, and text mining.

APPSON

**Marketing Analytics and Business Intelligence Manager**

Oct 2015 - Sept 2016

- Developed several supervised and unsupervised machine learning models for direct marketing campaigns, customer loyalty management, customer lifetime value (CLV) calculation, and churn prediction.
- Led a cross-functional team of analysts and data engineers to develop KPIs, data pipelines, and data warehouse to establish company's BI reporting and advanced analytics ecosystem.

PLACABI

**Data Science and Advanced Analytics Lecturer and Consultant, Part-time**

Oct 2014 - Sept 2016

- Conducted training workshops and provided data science consultation to clients from various industries.

Golestan Co.

**Marketing and Customer Insight Consultant, Part-time**

Oct 2014 - Oct 2015

- Developed distributors and retailers' segmentation model to extract purchase and order behavior to help sales managers with their vendor relationship management.

Deniz Bank and Ozyegin University

## **Data Science Researcher, Full-time**

Sept 2013 - Sept 2014

- Conducted research on machine learning and data science projects in a joint research program between Ozyegin University and Deniz Bank with a focus on Credit Card Direct Marketing and Fraud Detection.

## **EDUCATION**

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### **Master of Digital Transformation and Innovation (Electronic Business Technologies)**

University of Ottawa - School of Electrical Engineering and Computer Science

Canada

Sept 2016 - Apr 2018

- Research Project: "A novel approach to mining online customer reviews: using supervised and unsupervised machine learning, text mining, and behavioral attributes".

### **Master of Science International Marketing Management**

University of Leeds - Leeds University Business School

United Kingdom

Sept 2011 - Nov 2012

- Thesis: "Investigating the Effect of Brand Orientation Strategy on the Market Performance of New Ventures"

### **Bachelor of Science Industrial Engineering - Operations Research & System Analysis**

Azad University - Tehran

Iran

Sept 2006 - Feb 2011

## **SKILLS**

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### Technical Skills:

- Python
- PySpark
- scikit-learn, Pandas, NumPy, SciPy, Matplotlib, Plotly
- SQL
- API
- JSON
- R
- D3.js (JavaScript data visualization lib)
- Django Web framework
- AWS Elastic Beanstalk
- Hadoop, Hive, HDFS
- BigQuery, Google Cloud Platform
- Familiar with TensorFlow, Databricks
- HTML, CSS, JavaScript
- GitHub, Confluence, Jira

- Tableau, Amazon QuickSight, Power BI, Looker Studio
- Google Analytics
- Marketo
- Advanced MS Excel, Microsoft Office

### Communication Skills:

- Lifelong learner
- Leading cross-functional teams
- Detail and result-oriented
- Leadership and teamwork skills
- Self-driven and proactive
- Entrepreneurial
- Effective presentation and storytelling
- Problem-solving
- Written and verbal communication skills
- Organizational skills

## **CERTIFICATIONS**

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- Machine Learning with Python - IBM Data Science Professional Certificate
- The Complete Python Bootcamp - udemy.com certificate
- The Complete SQL Bootcamp - udemy.com certificate
- R Programming (Coursera.com course by Johns Hopkins University)
- Practical Machine Learning with R (Coursera.com course by Johns Hopkins University)
- Python and Django Full Stack Web Developer Bootcamp - udemy.com certificate

## **PUBLICATIONS**

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### **“Application of Machine Learning to Mining Customer Reviews”**

Americas' Conference on Information Systems (AMCIS), Aug 2019

[https://aisel.aisnet.org/amcis2019/human\\_computer\\_interact/human\\_computer\\_interact/21/](https://aisel.aisnet.org/amcis2019/human_computer_interact/human_computer_interact/21/)

## **AWARDS & ACCOMPLISHMENTS**

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- Won the RBC Amazon Web Services (AWS) data Hackathon, 2024
- Won the Scotiabank’s “Best of Best Award” for the “Top Individual Performance” category in 2021.
- Received E-commerce Canada Scholarship and Certificate of Excellence from School of Electrical Engineering and Computer Science, University of Ottawa
- Selected as the Alumni of the Year of E-business Technologies Master program at the University of Ottawa
- Received the “Best Marketer” award from the Leeds University Business School

## **VOLUNTEER EXPERIENCE**

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- Volunteered as a mentor for the Leeds University Business School Business Challenge, offering mentorship sessions to a designated team. I am pleased to share that the team I mentored emerged as one of the winners of the challenge. Leeds University Business School, Leeds, United Kingdom, 2024.
- Served as a judge in the BCX Telfer School of Management marketing competition. Telfer School of Management, Ottawa, Canada, 2018.