

AMIR ABBAS DARBANIBASMANJ

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QUALIFICATION SUMMARY

I am a lifelong learner lead data scientist with expert knowledge in Digital Transformation, Business Analytics, Marketing & Customer Insights, Digital Marketing, and Marketing Operations.

Having over 7 years of working experience in developing and deploying complex data science models and leading advanced analytics projects, two master's degrees in E-Business Technologies (Digital Transformation) and Marketing, and a bachelor's degree in Engineering (Industrial Engineering & Operations Research), I can translate business needs into sophisticated analytical and data science models, look for and get the right data, build models using suitable advanced analytical methods, and implement end-to-end solutions with the appropriate tech stack, while ensuring that it will drive business action.

In addition, please visit my personal website at <https://www.rstransformation.com/> that I have developed using Python, Django web framework, AWS Elastic Beanstalk, Heroku PostgreSQL, etc., to see some of my analytics work samples.

My Core Competencies:

Full-stack Data Science, Machine Learning, Classification, Optimization, Data Engineering, Data visualization, Python, Spark, R, SQL, Django, AWS EB, API, D3.js, shell scripts, HTML, CSS, JS, Google Cloud, BigQuery, etc.

WORK EXPERIENCES

Royal Bank of Canada (RBC)

Senior Manager, Digital Product Insights and Analytics

Toronto, Canada

Sept 2022 – Present

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 behavioral clustering and segmentation models for direct marketing campaigns resulting in an overall 20% increase in annual direct revenues.
- Developed supervised machine learning models to determine customer loyalty stages for targeted up-sell campaigns resulting in a 12% increase in the up-sell response rate.
- 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.
- Developed product-oriented survival analysis models to calculate and predict the Customer Lifetime Value (CLV) and time-to-churn resulting in a 5% annual reduction in churn rate.

PLACABI

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

Oct 2014 - Sept 2016

- Conducted machine learning and R workshops and training courses.
- conducted data science training workshops for clients from various industries and advised them on their data science projects.

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

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

Technical Skills:

- Python
- scikit-learn, Pandas, NumPy, SciPy, Matplotlib, Plotly
- R
- SQL
- API
- JSON
- D3.js (JavaScript data visualization lib)
- shell scripts
- Django Web framework
- AWS Elastic Beanstalk
- BigQuery
- Familiar with TensorFlow, Databricks, Spark, Hadoop, Hive
- HTML, CSS, JavaScript
- Git

- Tableau, Power BI, Google Data Studio
- Google Analytics
- Marketo
- Alteryx
- Advanced MS Excel, Pivot Tables
- Microsoft Office, MS Visio, MS Project

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

- 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

“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/

AWARDS & ACCOMPLISHMENTS

- 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 and my name and experience is presented on the program website (<https://dtiuottawa.ca/>).
- Received the “Best Marketer” award from the Leeds University Business School

VOLUNTEER EXPERIENCE

Served as a judge in the BCX Telfer School of Management marketing competition. Telfer School of Management, Ottawa, Canada. 2018