

Darius Hrecinic

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SUMMARY

- Skilled in data-driven problem-solving, with a focus on transforming raw data into valuable insights that drive business success
- Proficient in using tools such as Microsoft Power BI and Python to develop dashboards and briefing decks
- Experienced in e-marketing, including research, analytics, and webpage design
- Proven ability to lead projects and work collaboratively with cross-functional team

EDUCATION

Toronto Metropolitan University

BComm (Hons) in Business Management, Marketing (CGPA: 3.75)

Toronto, ON

Graduation Date: April 2023

- Achievements/Awards: Minor in Finance, Dean's List x4, DECA Delegate

WORK EXPERIENCE

Treasury Board Secretariat (OPS)

Workforce Modelling Analyst Intern

Toronto, ON

January 2023 – April 2023

- Conducted research and analysis into OPS job classification trends to assist in preparing the monthly ADM briefing deck and ad-hoc statistical reports using WIN monthly data extract, Microsoft Power BI and Python data visualization libraries.
- Lead the branch's website modernization project to restructure information for improved functionality, clarity of communication and future website maintenance.
- Conducted data cleaning and validation on the OPS job classification database that houses classification data since 2018, resulting in enhanced reporting ability and accuracy for the branch's monthly dashboard.
- Lead the identification of an e-learning management system for the Job Evaluation Academy, including research, cost-benefit analysis on the different systems, making recommendations and presenting to management.

IsoAcoustics

Digital Marketing Intern

Markham, ON

January 2022 – August 2022

- Improved brand awareness by increasing impressions on Google Ads by 300% through implementing different campaign types to target broad as well as very specific audiences.
- Managed Amazon Seller account with over 30 product listings in 8 countries to ensure data accuracy.
- Reduced website page load speeds by 70% to improve SEO, user experience and gather quality leads.
- Contributed to the company's social media profile as well as optimized website performance and created webpages using WordPress, which were tracked using Google Analytics and Tag Manager.
- Created and organized marketing materials such as photos, videos, and ad copies for Google and Facebook Ads.
- Created and sent out personalized email marketing newsletters to over 2,000 distributors and customers using Mailchimp.

Questrade

CX Marketing Intern

North York, ON

May 2021 – August 2021

- Synthesized and analyzed over 4000 qualitative data points to create and then present web platform improvement recommendations to key stakeholders.
- Led the design and implementation of an enterprise-wide email database, resulting in improved communication and increased efficiency across the organization.
- Produced multiple customer personas and journey maps for all the major product lines, which was used as a method of learning by other departments.
- Conducted competitive research on 7 onboarding web experiences to facilitate improvement ideation.

Technical Skills

Microsoft Power BI, DAX, SQL, Python (Matplotlib, Seaborn, NumPy, Pandas), Excel, Data Cleaning & Analysis, Data Visualization, Databases, Jupyter Notebook, Dashboards, WordPress, Google Analytics

Soft Skills

Data Storytelling, Teamwork, Analytical Reasoning, Critical Thinking, Leadership, Presentation Skills, Interpersonal Communication, Problem-Solving, Detail Oriented, Adaptability, Continuous Learning