Jeffrey Dryden

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An Engineering graduate with a strong passion for creating sustainable value from the data around us.

Education

Faculty of Applied Science and Engineering | University of Toronto   *September 2014 – July 2020*

Master of Engineering, Data Analytics   *September 2019 – July 2020*

Relevant Courses: Foundations of Data Analytics and Machine Learning, Introduction to Data Science and Analytics, Environmental Auditing, Data Mining in Engineering, Financial Management for Engineers, Artificial Intelligence in Finance, Portfolio Management Praxis, Power Management for Photovoltaics

Bachelor of Applied Science, Chemical Engineering   *September 2014 – May 2019*

4th Year GPA: 3.51. Graduated with a Certificate in Engineering Business & Renewable Resources Engineering

Relevant Courses: Food Engineering, Innovation and Design in Manufacturing Sustainable Materials, Bioenergy & Biorefinery Technologies, Markets and Competitive Strategies, People Management and Organizational Behaviour

Recipient of the 2019 ERCO Leaders of Tomorrow Award, Joe Club Award, Julie Wilkinson Memorial Award (Most dedicated intramural athlete during their undergrad).

Programming Skills

Python ● AWS ● Tableau ● Jira ● SQL ● C ● AutoCAD P&ID ● VBA ● Simulink ● Photoshop

Relevant Work Experience

Shoplogix Inc. | Oakville, Canada   *March 2021 – Present*
Product Manager and Data Scientist

- Used Lambda, CloudWatch, and SQS to congregate and pull customer adoption metrics to identify possible attrition risks.
- Managed the existing product and developed requirements for new features, collaborating with all stakeholders.
- Leading development of a new initiative within the organization to provide further advanced analytics to customers.
- Created and managed personalized dashboards for many customers, allowing them to pursue operational excellence

Tally Ho Inn Resort | Huntsville, Canada   *September 2020 – March 2021*
Data Analyst, Office Manager

- Created data pipelines and Tableau dashboards using existing booking data and Python to visualize sales trends.
- Developed a robust Google Analytics platform to accurate measure ad campaigns and better understand sales.
- Used S3, Lambda, and CloudWatch on AWS to automatically generate and e-mail daily Housekeeping Reports.
- Overhauled online presence and developed new competitive price points in order to re -energize and reinvent the image of the Resort, resulting in a 500% yearly growth in sales in June and a 150% yearly growth.

Relevant Extracurricular/School Experience

Creating and training a Hockey Player Detection Computer Vision Machine Learning Model   *Ongoing*

- Using YOLOv4 and Darknet created an object identification model which separated between players on each team, referees, and goalies using an NHL game from the 2020-2021 season between the Montreal Canadiens and Maple Leafs.
- Developed a keypoint-detection system to estimate rink position from camera view and actively track player position.
- Created my own training and testing data and modified existing Python code within Darknet to identify weaknesses with the model and create new training data to improve them.

Undergraduate Chemical Engineering Council | University of Toronto   *April 2018 – May 2019*
Chair

- Elected & Chaired a team of 17 members, organized weekly meetings connecting Faculty with all students.
- Created and managed a budget of $35,000, while additionally securing external funding of $7,500.
- Introduced a Mental Health Director and Mentorship Director to the council as executive positions.
- Received the 2019 Engineering Discipline Club of the Year award during term as Chair.