## Amir A. Darbani

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## **QUALIFICATION SUMMARY**

- Lifelong learner and detail and results oriented lead data scientist and senior manager with 12+ years of experience in digital products, customer, and marketing insights & analytics.
- Proven track record in leading analytical projects and data teams, as well as developing and deploying complex analytics models.
- Proven ability to align data, people, methods, and technologies to solve complex business problems and enhance digital engagement, personalization, and growth.
- Hands-on expertise in Python, PySpark, SQL, AI Pair Programming, Hadoop, Amazon Web Services, MarTech (e.g.; Google Analytics and Marketo), visualization tools like Tableau and Amazon QuickSight.

# **WORK EXPERIENCES**

Royal Bank of Canada (RBC)

Senior Manager, Digital Product Insights and Analytics

Toronto, Canada

Sept 2022 – July 2025

- Led the end-to-end machine learning-based marketing mix modeling (MMM) using Meta's Robyn for RBC's Credit Cards to measure marketing impact and optimize growth strategies and advertising spend; delivering insights that shape marketing strategy and future budget allocation as the dedicated analytics partner.
- Led the MMM development pipeline standardization initiative by developing businessagnostic python scripts used across different lines of businesses.
- Led cross-functional data squads of engineers and analysts to build scalable analytics solutions and deliver data-driven business insights.
- Developed data assets for advanced analytical end-to-end reports using PySpark.
- Conducted digital insights analysis using analytical methods and frameworks (such as machine learning), Python, etc.
- Developed dashboards using Tableau, Amazon QuickSight, and Looker Studio.
- Utilized Big Data ecosystems including Hive, HDFS, SQL-based and cloud-based database technologies (AWS, Google Cloud Platform, etc.).
- Served as the analytics partner for key digital initiatives, including RBC's AI-driven NOMI
  application, Mobile Engagement, and Digital Platforms, partnering cross-functionally to
  deliver data-driven insights, support experimentation, and guide strategic decisionmaking through deep-dive analyses.
- Served as the analytics partner for the Mobile Servicing pillar during RBC's acquisition of HSBC Canada, overseeing reporting and deep-dive analysis on access-to-funds and enrollment journeys to ensure a seamless user experience and support strategic integration initiatives.
- Leveraged AI to accelerate models' development and deployment
- Achievement: Won the RBC Amazon Web Services (AWS) data Hackathon.

George Brown College - Center for Business part-time Professor in Advanced Analytics

Toronto, Canada

Jan 2025 – Present

• Teaching Data Capstone Project, Digital and Web Analytics, and Data Preparation and Visualization courses.

Scotiabank - MD Financial Management

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

Toronto, Canada

Dec 2019 – Sept 2022

- Led end-to-end development of the machine learning lead scoring model using Marketo, Google Analytics, and other user behavior data, personally coded the solution, defined success metrics, and aligned with stakeholders, achieving a 250% increase in lead qualification and acquisition rate.
- Led a website-personalization initiative: Built machine learning-based visitorsegmentation models, ran targeted journey experiments, and partnered with product to boost engagement and conversion.
- Led the architecture design and launch of a cross-channel marketing data warehouse (Marketo, Google Analytics, CRM, etc.), enabling self-serve dashboards and accelerating analytical experimentation across marketing and product teams.
- Led reporting, data analysis, and metrics design for the Lead Lifecycle Improvement Program, uncovering insights that accelerated acquisition, removed process inefficiencies, and supported go-to-market strategy optimization.
- Developed marketing personas through clustering analysis of digital lead data, enabling targeted campaigns and more effective lead nurturing strategies.
- Built a machine learning—based newsletter subscriber segmentation model that informed the development of a personalized recommender system, improving content targeting and engagement.
- Developed and applied ongoing A/B testing of marketing operations activities to evaluate and report its impact on customer acquisition and lead conversion.
- Provided ad-hoc support and on-demand mentorship in data science, data engineering, and dashboard development, helping to cultivate a data-driver culture.
- <u>Achievement:</u> 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

- Led advanced analytics consulting engagements, advising over 120 global clients on leveraging data to build analytical models and uncover actionable insights.
- Developed data formulas, analytical models, and intuitive dashboards on complex structured and unstructured datasets to support data-driven decision-making.

- Created and optimized 600+ complex queries to extract and integrate data from diverse sources, including extensive API connections with platforms such as Google Analytics, Google Ads, Facebook, Salesforce, and various SQL databases.
- Provided analytics solutions to globally recognized clients, including PwC and Deloitte, contributing to a 10% average annual improvement in client retention.

Brookfield Renewable Partners - Headquarters

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

Canada

May 2017 - Jan 2018

- Contributed to the Data Optimization Working Group, advising Brookfield's North America, Europe, and South America business units on leveraging operational and business data to develop analytics solutions.
- Researched business intelligence and machine learning capabilities and best practices relevant to the energy sector.
- Built BI and machine learning proofs of concept using energy market data, leading to the adoption of a new advanced analytics architecture.
- Collaborated with the Enterprise Architecture director on report consolidation for a major merger and acquisition project.
- Evaluated and recommended vendors and technologies, including ERPs, BI platforms, managed services, cloud, and SaaS, to support the IT integration of an acquisition, resulting in successful provider selections.

Telfer School of Management – University of Ottawa

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

Jan 2017 - Apr 2018

- Delivered workshops on data visualization and Tableau for the graduate course "BI Technologies & Big Data Analytics".
- Led IBM SPSS Modeler training sessions for the course "Business Data Mining."
- Conducted government-funded quantitative and data science research on "Big Data and Data Science skill requirements for the Canadian job market," analyzing 3,500 job descriptions using web crawling, web mining, R, and text mining techniques.

#### **APPSON**

#### **Marketing Analytics and Business Intelligence Manager**

Oct 2015 - Sept 2016

- Developed multiple supervised and unsupervised machine learning models to optimize 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 define Key Performance Indicators (KPIs), build data pipelines, and implement a data warehouse, establishing the company's BI reporting and advanced analytics ecosystem.

#### **PLACABI**

# **Data Science and Advanced Analytics Lecturer and Consultant,** Part-time Oct 2014 - Sept 2016

• Delivered training workshops and provided data science consulting services to clients across diverse industries.

Golestan Co.

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

Oct 2014 - Oct 2015

• Developed segmentation models for distributors and retailers to analyze purchase and order behaviors, enabling sales managers to enhance vendor relationship management.

Deniz Bank and Ozyegin University

#### Data Science Researcher, Full-time

Sept 2013 - Sept 2014

 Conducted machine learning and data science research in a joint program between Ozyegin University and Deniz Bank, focusing 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:

- Python, PySpark
- scikit-learn, Pandas
- SQL, R
- APIs, JSON
- Meta's Robyn, Google's Meridian
- AWS, GCP
- Tableau, QuickSight, Power BI, Looker

#### **Business & Analytical:**

- Marketing & Growth Analytics
- Market/Customer Segmentation
- Marketing Mix Modeling (MMM)
- Experiment design
- Causal inference analysis, lift and incrementality testing

- Cursor, Copilot, SageMaker AI
- GitHub, Confluence, Jira
- Django, HTML/CSS
- Hadoop, Hive, HDFS, Databricks
- MarTech, Google Analytics, Adobe Analytics (Marketo)
- Advanced MS Excel, Microsoft Office
- Digital Products Analytics
- KPI and Metric Definition
- Customer Behavior Analysis
- Customer Acquisition
- Response Modeling
- Customer Lifetime Value modeling

## **Leadership & Communication:**

- Lifelong Learner
- Cross-functional team leadership
- Collaborative mindset
- Trust-building
- Hands-on leadership
- Change management and enablement
- Stakeholder and client relationship management

- Data storytelling
- Strategic thinking
- Mentorship and Coaching
- Strong written and verbal communication skills
- Strong active listening skills
- · Detail and results oriented
- Strong organizational skills

## **CERTIFICATIONS**

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

#### **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

- Winner, RBC Amazon Web Services (AWS) data Hackathon, 2024
- Scotiabank "Best of Best" Award Top Individual Performance, 2021
- E-commerce Canada Scholarship & Certificate of Excellence, University of Ottawa School of Electrical Engineering and Computer Science
- Alumni of the Year, E-business Technologies Master's program, University of Ottawa
- Best Marketer Award, Leeds University Business School

## MENTORSHIP & COACHING EXPERIENCE

- Panel Speaker, LUBS Connect Event, Leeds University Business School (2024)
   Invited as an alumnus to share insights and reflect on 12 years of career experience since completing a master's degree at LUBS, with an audience of over 350 postgraduate students.
- **Mentor**, LUBS Business Challenge, Leeds University Business School (2024) Provided guidance to a student team that went on to win the challenge.
- Judge, BCX Marketing Competition, Telfer School of Management, University of Ottawa (2018)
  - Evaluated student marketing strategies and presentations.