

AMELIA (AMY) HUME

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QUALIFICATIONS SUMMARY

A results-oriented Business Intelligence and Reporting Analyst with a strong understanding of the key principles, practices and processes of Data Management, Data Quality Management and Analysis Presentation. A collaborative, well-rounded and proactive analytical thinker, who possesses the ability to communicate and provide effective insight under tight deadlines. Proven experience in assisting organizations leveraging data for the purposes of growing revenues. Extremely proficient in ERM applications such as SAP, Peoplesoft and Tableau Visulation Software. Highly accomplished in Microsoft Office applications including Excel, Access, Outlook, and Word, in addition to Adobe Photoshop, Flash, HTML, BW, PeopleSoft, SAP, and HighJump. Also skilled in CRM applications and in the management of Customer Satisfaction, Loyalty Programs and Net Promotor Score. Strong Customer Service Orientation.

PROFESSIONAL EXPERIENCE & KEY ACHIEVEMENTS

CHOICE HOTELS CANADA – Business Intelligence Analyst – June 2014 to February 2016

Friendly. Value. Choice Hotels. From Victoria, BC, to St. John's, NL, you'll enjoy a friendly, affordable, comfortable night's stay with Choice Hotels Canada™.

- Sole resource accountable for the development and production of detailed and timely analysis and reporting of business performance for Choice Hotels Canada executive team.
- Through the consistent oversight and review of different analytical models and quality tools, ensured truth, accuracy and integrity of data and reporting, resulting in confidence of product, output and presentation.
- Created successful relationships with external clients (i.e. franchisees, hotel owners) and internal clients (i.e. sales representatives, marketing and loyalty team, operations team, etc.)
- Analyzed, recommended and implemented data management policies and processes.
- Coordinate the preparation and manage the development and execution of customer information and franchisee databases and reports including the development of dashboards, reporting tools and workflow/distribution strategies.
- Leveraging CRM, proactively developed and maintained account profiles for the Marketing and Sales teams.
- Managed, understood and modified data stewardship processes including maintenance, refresh and data cleaning processes.
- Established and maintained communication and contacts with enterprise-wide subject-matter experts of customer data domains.
- Collaborated with IT on optimizing business requirements, providing subject matter expertise for customer data related issues and communicated data needs, new developments and provide feedback on an ongoing basis.
- Provided guidance and leadership as required to all clients/end-users of customer information and tools used to access data.
- Assisted in client training and development.

INDIGO BOOKS AND MUSIC – Business Intelligence Analyst – May 2011 to March 2014

Providing customers with the most inspiring retail and digital environments in the world for books and life-enriching products and experiences.

- Provided detailed and timely reporting of the Supply Chain and Distribution Centre business within Retail and Online Operations.
- Developed and maintained Inventory Reporting, i.e. Top Item Trending, In-stock Percentages, Store Performance, Weeks of Stock/Supply and Distribution Centre Inventory Levels.
- Produced, de-bugged and developed reporting from multiple sources daily, weekly and annually in support of the Supply Chain and Retail functions.
- Created Client “solution centres” to ensure daily/weekly/annual needs and special reporting requests were addressed.
- Successfully mapped reporting data warehouses (i.e. SAP, BW, Microsoft Office & Access, HEAT, HighJump, etc.) for quick and reliable collection and manipulation of data for reporting purposes.
- Developed strong client relationships through services such as the provisioning of back-up assistance and ongoing review of colleagues reporting results and processes.
- Ensured and maintained Data Integrity through the development and ongoing oversight of report databases and static data (i.e. Store Listings, Plan, Canada Post Account Information, Contact Lists, etc.) This included maintenance and updates associated with the roll-over into new fiscal years, as well as intermittent changes made by the business throughout the year.
- Researched, planned and actioned the development of new reporting based on changing needs of the company. Included business expansion (i.e. intent to grow online business, addition of new distribution centres, etc.), store closings, changes to merchandise categories or changes in company organization.

Product Flow Analyst in Toys/Kids Dept. – July 2010 to May 2011

- Primary liaison between Head Office, Retail Stores, Distribution Centre, Logistics and Vendors ensuring timely and accurate order fulfillment and Inventory Management.
- Led the development of a robust order status and tracking system ensuring consistent and accurate availability of inventory at Distribution Centres.
- Led weekly conversations with each Toy Vendor, discussing any possible changes and complications to upcoming orders and communicated information to the appropriate Indigo teams.
- Established and maintained strong working relationships at both the Retail and Online Distribution centres resulting in improved processes for Warehouse and Inventory Management at these sites.
- Lead the development “Anticipated Volume Reporting” for both Toy Department and DC stakeholders ensuring sustained supply of inventory and revenue and avoiding product shortages which had been problematic in previous years.
- Reporting solutions enabled visibility of product inventory during high-volume seasons throughout the year contributing to cost effectiveness (prevented over supply) and revenue optimization.
- Maintained relationships with Head Office, DC, Vendor and Logistics team members, creating a level of trust & openness, which encouraged a constructive and cooperative stakeholder work environment.

ENTERPRISE RENT-A-CAR INSURANCE – Office Assistant Contract – May 2010 to July 2010

World-class company with homegrown roots and from humble beginnings, has become Canada's largest provider of rental cars through tremendous leadership and the entrepreneurial spirit of employees building towards creating the largest rental car company in North America

- Supported the Insurance Claims Agents on their daily and weekly responsibilities regarding documentation, organization and communication with clients of approved insurance claims.
- Filed and organized processed claims across all agents, including home care, rehabilitation and compensation
- Maintained and created profiles for claims clients using iAdjust Claims Management Software.
- Co-ordinated the delivery of documentation between groups (i.e. claims and investigations) and maintained relationships with each to ensure a co-operative work environment.
- Provided back-up service for fellow Claims Adjustors in the event of absence or under-staffing, demonstrating that claims would be processed accurately, timely and successfully during their absence.

COMPUTERSHARE – Reporting and Workforce Administrator – June 2007 to January 2010

Global market leader in transfer agency and share registration, employee equity plans, proxy solicitation and stakeholder communications.

- Provided detailed and timely reporting of the service outputs delivered across all contact channels within Computershare Operations.
- Created and developed Service Level Daily report which captured service levels both on a team and department basis allowing clear visibility to all stakeholders of any backlogs, under-staffing, or training issues which may be present in the workforce. Resulted in a better understanding for upper management as to the goings-on of day-to-day business as well as aided in problem solving practices.
- Produced reports from multiple sources on a daily, weekly and monthly basis with focus on analysis of company business for upper management.
- Maintained report databases and instructional templates to allow for easy knowledge transfer amongst Business Planning Group employees.

UNCHARTED SOUNDS – Freelance Journalist – January 2008 to August 2010

From full-length videos to artist reviews, UCS journalists interview the best uncharted music, delivering their perspective to the reader.

- Provided expository articles & concert reviews to educate readers and showcase independent Canadian music acts on a monthly basis.
- Attended the Indie awards in 2008 as a journalist representing Uncharted Sounds.

SPORTING LIFE – Sales Associate – January 2006 to June 2006

Provides a wide product range of ski equipment, running shoes, racquet sports gear and fashion apparel for sports enthusiasts.

- Provided excellent customer service in the women's athletic wear, swimwear and Nike departments.
- Was responsible for merchandise display in women's athletics, swimwear, and Nike departments to be fashioned to attract customers and maintain an organized environment, ultimately improving customer in-store experience.
- Led change room management and transfer between store locations which improved customer service and satisfaction.

ONTARIO PIONEER CAMP – Summer Camp Counselor – June 2004 to August 2006 (Summers)

OPC is one of the largest camps in Canada, providing high scale activities, age appropriate programming, and fun for thousands of campers each year.

- Responsible for the care of six campers each session ranging from ages 11-14 and for providing careful instruction to campers as windsurfing & sailing instructor.
- Created various new teaching techniques that aided in students' absorption of theory and windsurfing technique. Many are still used today.
- Successfully created relationships with both campers and co-workers resulting in a most satisfying and co-operative work environment.
- Participated in the LIT (Leader in Training) course, which provided extensive training on leadership techniques and workshops to aid in putting knowledge into practice.

EDUCATION / TRAINING / VOLUNTEER WORK

UNIVERSITY OF TORONTO · BACHELOR OF ARTS · 2011

MAJOR: ENGLISH · MINORS: SEXUAL DIVERSITY STUDIES & MUSIC HISTORY AND CULTURE

TABLEAU ESSENTIALS ONLINE TRAINING COURSE · JULY 2014

TABLEAU ADVANCED TOOLS IN-CLASS TRAINING COURSE · SEPTEMBER 2014

MICROSOFT ACCESS AND EXCEL TRAINING COURSES · JANUARY 2009

BW, SAP AND HIGHJUMP TRAINING · 2011

ONTARIO SMART SERVE · SEPTEMBER 2006

CERTIFIED BARTENDER · MARCH 2010

VOLUNTEER AT CHUMCITY CHRISTMAS WISH · 2004

VOLUNTEER AT ESSO'S UNITED WAY DAY · 2004-5