

Jessica Fillion

Business Analyst

✉ jessicacfillion@outlook.com

📍 Toronto, Canada

in LinkedIn Profile



📄 PROFILE

A seasoned analytics professional with over 5 years of expertise in extracting actionable insights, crafting compelling visualizations, and delivering impactful narratives. Demonstrated proficiency in managing complex projects under tight timelines, coupled with an aptitude for rapid learning and adaptation.

🧠 SOFT SKILLS

Communication	████████████████████	Analytical Thinking	████████████████████
Problem-Solving	████████████████████	Data Visualization	████████████████████
Emotional Intelligence	████████████████████	French (Fluent)	████████████████████
Client Management	██████████████████	Critical Thinking	██████████████████
Adaptability	██████████████████	Leadership	██████████████████

{ } TECHNICAL SKILLS

MS Office (Excel, PPT...)	████████████████████	SQL	██████████████████
Tableau	██████████████████	Jira & Agile	██████████████████
Python	██████████████████	HTML/CSS	██████████████████

📁 PROFESSIONAL EXPERIENCE

Senior Business Insights Analyst, TD Bank 03/2023 – present | Toronto, Canada

TD Bank is one of Canada's largest financial institutions, offering a wide range of banking and financial services to more than 27 million customers.

- Created "Intro to AI" and "Storytelling with Data" workshops and hosted them for 12 different teams.
- Achieved an average Net Promoter Score of 80 across 14 different workshops sessions I hosted in 2023.
- Successfully planned and executed Viz Masters 2023, TD's largest data visualization case competition.
- Proactively built an Agile & Jira Guide in Confluence to support my team's transition to Agile in 2024.

Senior Analyst Retail Delivery, NielsenIQ 03/2022 – 03/2023 | Toronto, Canada

NielsenIQ is a global leader in market research and consumer insights, providing valuable data and analytics to help businesses make informed decisions and drive growth.

- Promoted to Senior Analyst as a result of strong performance on the Discount division portfolio
- Solved complex client questions by performing root-cause analysis to extract key insights
- Worked cross-functionally to deliver impactful solutions to LCL, Canada's largest food distributor
- Presented regularly to senior leadership of Discount, Private Label and Shoppers Drug Mart Divisions.
- Mentored junior analysts, sharing knowledge and demonstrating best practices for data analysis.

Analyst, Retail Delivery, NielsenIQ

02/2021 – 03/2022 | Toronto, Canada

- Manipulated large datasets and presented actionable insights to LCL Discount leadership team
- Recipient of “Nielsen Impact Award” in Q4 2021 for driving client engagement and re-building positive and productive working relationship with LCL's Discount division leadership team
- Produced monthly and quarterly reports for Shoppers Drug Mart OTC & Baby leadership team

Bilingual Sales Analyst, Citizen Watch Canada

05/2019 – 02/2021 | Markham, Canada

Citizen Watch is known for its innovative, and high-quality eco-friendly timepieces.

- Executed Citizen and Bulova brand initiatives for national accounts (a multi million dollar portfolio.)
- Cross-functionally managed engagements between the national sales team and supply chain.
- Analyzed sell-in and sell-out performance on a regular basis and presented insights to the sales team.
- Worked closely with the inventory planning team to forecast seasonal demand by SKU

Junior Consultant, Meridian Compensation Partners

05/2018 – 08/2018 | Toronto, Canada

Meridian Compensation Partners is a premier executive compensation and corporate governance consulting firm, assisting companies in designing competitive and effective compensation strategies.

- Conducted market research for industry white papers, including Director and Executive pay studies
- Provided insights on competitive market trends and benchmarks related to incentive design practices.
- Equipped consultants with trends data related to leading corporate governance policies in Canada.

Associate Business Analyst, Beam Suntory Canada

08/2016 – 04/2017 | Etobicoke, Canada

Beam Suntory Canada is a leading global spirits company, known for its portfolio of iconic brands such as Jim Beam, Maker's Mark, and Yamazaki.

- Generated a weekly Excel-based YoY sales volume by spirit category report for the regional sales teams
- Compiled monthly ACD & regional data to report sales performance of 8 spirit categories.
- Created monthly presentations used in Marketing meetings to benchmark brands against competitors
- Leveraged SAP ERP to create an Inventory Holding Forecast Report to optimize holding costs during high volume seasonal periods in the Liquor Control Board of Ontario stores.

EDUCATION

B.B.A. Business Management (Co-op), Minor in French, University of Toronto - Scarborough Campus

PROJECTS

Report Automation via a Large Language Model

02/2023 – present

Working on a project to automate a KPI report for a Canadian petroleum company.

COURSES

SQL: Using Joins, Constraints, Normalization, and Subqueries (Interactive), Pluralsight

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Diversity, Inclusion and Belonging, LinkedIn Learning

Show credential [↗](#)