

Olamilekan Elegbede

613-799-2460 | eleg0003@algonquinlive.com | [linkedin.com/in/lekanelegbede](https://www.linkedin.com/in/lekanelegbede) | lekan-e.github.io/portfolio/

EDUCATION

Algonquin College

Jan. 2026 – Present

Business Intelligence Systems Infrastructure

Ottawa, Canada

- GPA: 4.0
- Courses: Database Analytics, Machine Learning, Data Engineering and Integration, Cloud Development

Carleton University

Sept. 2017 – Dec. 2022

Bachelors of Engineering: Communications

Ottawa, Canada

TECHNICAL SKILLS & CERTIFICATIONS

Languages/Tools: Python, SQL, BigQuery, Excel, Tableau, Power BI, Looker Studio, VS Code

Cloud/Databases: MySQL, MS SQL Server, PostgreSQL, AWS (S3, RedShift, Aurora, EC2, Lambda, SageMaker)

ML Frameworks: Scikit-learn, NumPy, Pandas, Matplotlib, Classification and Regression (Linear, Logistic, KNN, Neural Networks, Gradient Boosting, Decision Tree), Clustering (K-means)

AI: Claude, Copilot, Meta AI, Grok, ChatGPT

Certificates: AWS Cloud Practitioner, Tableau Desktop Specialist

EXPERIENCE

Accenture - Meta

Jun. 2025 – Jan. 2026

Digital Marketing Analyst (On-site)

Ottawa, ON

- Managed a diverse portfolio of 200+ advertisers quarterly, developing marketing campaigns aligned with stakeholder goals, contributing over \$1.2M in advertiser spend for Meta.
- Ran structured A/B tests on creatives, placements, and audience segments for multiple sales campaigns, leading to a 2.5x increase in return-on-ad-spend and reducing cost-per-result by 30%.
- Automated weekly Power BI reports, providing stakeholders with W-O-W KPI changes on performance vs spend, analyzing complex data points to drive implementation.
- Led 2-5 daily stakeholder meetings to gain insights and align business objectives with Meta recommendations.

Ottawa Carleton Soccer League

Apr. 2023 – Oct. 2025

Media Coordinator (Hybrid)

Ottawa, ON

- Built a Python ETL pipeline to gather and consolidate engagement data from 3 media channel APIs, cleaning and loading about 2,000 rows into Excel, reducing manual data collection by 5 hours per week.
- Developed audience segmentation models to analyze content preferences by age and format, providing insights that directly informed ad targeting strategies.
- Launched and managed 12+ paid Meta ad campaigns using audience segments for targeting, achieving a 20% Y-O-Y increase in seasonal registrations.
- Built an interactive Tableau dashboard to track daily campaign performance across all channels for a team of 4, enabling weekly data-driven decisions on content format strategy.
- Led interns to create and publish 100+ multi-format content across social media channels, driving a 400% increase in fan engagement and subscriber count.

PROJECTS

City of Ottawa — Open Data Projects | *Python, Excel, Tableau, ML*

Jan. 2026 – Apr. 2026

- Conducted 3 end-to-end projects using the City of Ottawa's open data portal, covering geospatial crime mapping, unsupervised machine learning, and business dashboard design, developed using Python, Tableau, and Excel.
- Analyzed 7.8k auto theft and 15.6k bike theft records, highlighting crime hotspots and patterns across Ottawa neighbourhoods using Python to produce interactive visual reports.
- Created a K-Means clustering model across 39 safety features derived from 6 independent datasets, applying feature engineering to group Ottawa neighbourhoods into 6 distinct safety profiles.
- Designed an interactive stakeholder Tableau dashboard tracking red-light violations across 86 cameras citywide from 2015–2026, building KPIs including total violations per camera, top offending intersections, and total fines issued.