

Omotara (Tara) Suleiman

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TECHNICAL SKILLS

Languages & Data: Python (pandas, scikit-learn, matplotlib, seaborn, numpy) · SQL · DAX · R (basic) · Advanced Excel · Google Sheets

BI & Visualization: Power BI · Tableau (learning) · Dashboard Design · Star Schema Modeling · Data Storytelling

Databases: PostgreSQL · Supabase · SQLAlchemy · Airtable

Automation & CRM: Zapier · Make.com · Typeform · Salesforce (familiar) · HubSpot (familiar) · Notion

ML & Analysis: K-Means Clustering · Logistic Regression · Random Forest · Feature Engineering · EDA · A/B Testing

Tools & Workflow: Git · GitHub · Jupyter Notebooks · VS Code · Tkinter · Lucidchart · Microsoft Office Suite

Business Analysis: Process Mapping · Current/Future State · Requirements Documentation · Agile · Stakeholder Communication

TECHNICAL PROJECTS

B2B Lead Management System — SentinelSec | [Power BI](#) · [Zapier](#) · [Google Sheets](#) · [DAX](#)

- Built zero-touch lead intake pipeline (Typeform → Zapier → Google Sheets) eliminating 100% of manual data entry and reducing routing cycle time to real-time
- Engineered multi-variable lead scoring algorithm using nested IF/AND/REGEX logic across 4 dimensions (firmographics 60 pts, intent 15 pts, domain authority 15 pts, timing 10 pts)
- Designed 3-page Power BI executive dashboard with DAX measures for SLA breach detection, response time analysis, and Top 10 priority queue — estimated 10+ hours of operational overhead saved per week

Credit Card Customer Segmentation — FinSight Analytics | [Python](#) · [scikit-learn](#) · [PostgreSQL](#) · [Power BI](#)

- Cleaned and feature-engineered 8,950-row financial dataset; applied K-Means clustering (K=4) validated by elbow method and silhouette scoring — identified Cash-Dependent At-Risk segment representing 29.3% of customer base
- Engineered 5 behavioral features (SPENDING_INTENSITY, CASH_DEPENDENCY, PAYMENT_BEHAVIOR, INSTALLMENT_RATIO, IS_DORMANT) from 18 raw variables; tier-based median imputation for missing values
- Pushed segmented data to live PostgreSQL instance via SQLAlchemy; connected Power BI via DirectQuery for 2-page interactive dashboard

Support Ticket Routing System | [Make.com](#) · [Airtable](#) · [Typeform](#) · [Process Mapping](#)

- Mapped current-state vs. future-state process in Lucidchart; designed priority-based automation routing Enterprise tickets to senior agents, Critical bugs to #incidents channel, all within 60-second auto-acknowledgment
- Built Make.com scenario with 4-path router (Enterprise, Billing, Critical, Standard); all tickets logged to Airtable with auto-generated Ticket_ID, SLA_Deadline, and Assigned_To

Lead Conversion Prediction Model | [Python](#) · [scikit-learn](#) · [Random Forest](#) · [pandas](#)

- Built binary classification model (Logistic Regression vs. Random Forest) on 150 B2B leads; Random Forest achieved AUC 0.648 — identified Lead_Score_Cal (56.3% importance) and Response_Time_Hours (43.7%) as dominant predictors
- Detected 0.96 multicollinearity between Lead_Score_Cal and Company_Size_Num; dropped redundant feature — documented Logistic Regression majority class collapse transparently
- Output: ranked probability queue enabling sales reps to sort daily leads by predicted conversion likelihood, cross-validating ML findings against rule-based system from Project 1

INDUSTRY PROJECT

Client Diagnostic Report Generator — The Clean Divorce · [Riipen](#) · [Advance Ontario](#)

April 2026 | 60 hrs

- Designed end-to-end architecture for The Relationship Readiness Assessment Tool — three-pathway diagnostic system (Amicable, Complex, High-Conflict) with matched tone, automated emails, and downloadable resources per pathway
- Bridged Lovable front-end and Wix CMS back-end by designing email capture pages feeding user data into CMS database, triggering conditional 5-part email nurture sequences per pathway
- Produced technical developer handoff brief (UI adjustments, copy, URL redirect logic) and 3 fillable Canva PDF resources; developed SEO strategy (long-tail keywords, meta tags, AI search optimization)
- Received 5.0 / 5.0 rating across Critical Thinking, Creativity, Professionalism, and Communication from CEO Suzanne Winlove-Smith

EXPERIENCE

Marketing Assistant — Ancillary Services · [Ontario Tech University](#)

Sep 2024 – Present

- Translated raw analytics into knowledge mobilization assets, achieving 20% growth in audience engagement
- Developed targeted digital content communicating complex strategies across social media channels for a broad institutional audience

Residence Advisor · [Ontario Tech & Durham College](#)

Aug 2023 – Apr 2024

- Maintained compliance reporting for 150+ residents; produced detailed documentation supporting housing standards review

- Managed stakeholder communications across student and administrative teams; fostered inclusive community environment for a diverse residential population

EDUCATION

B.S. Computer Science — Specialization: Data Science · [Ontario Tech University, Oshawa ON](#)

Sep 2022 – Dec 2026

- President's List, Fall 2024 (3.94 GPA) · Dean's List, Winter 2026 (3.52 GPA) · Global Leadership Scholarship (\$10,000 CAD)
- Relevant coursework: Artificial Intelligence (A+) · Data Mining (A) · Software Quality Assurance (B+) · Statistics & Probability (A-) · Database Systems (C+) · Machine Learning I (In Progress) · Web Development (In Progress)

ACADEMIC GROUP PROJECTS

Intellectra — Travel Catalog Application | [Python](#) · [Tkinter](#) · [Git](#) · [CSV](#) | github.com/owenmarshall1/Intellectra

- Lead frontend developer — built primary GUI from scratch (TravelAppGUI.py) and engineered secure admin authentication system with role-based access controls (AdminAuth.py) · Software Design, Winter 2025

Banking System — ATM & Batch Processor | [Python](#) · [Agile](#) · [Continuous Integration](#) | github.com/Maheen012/Banking-System

- Contributed to front-end ATM and back-end overnight batch processor in 3-person Agile team; engaged in pair programming, CI, and text-file I/O handling for daily banking operations · Software QA, Winter 2026

CERTIFICATIONS

- Google Digital Marketing Fundamentals — May 2024
- DataCamp SQL Intermediate — 2024
- Google Data Analytics Professional Certificate — In Progress