Gavin Shklanka

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PROFILE

Bilingual (English/French) MBA Data Analytics candidate with a background in psychology and business. My experience in public safety strengthened my leadership, communication, and decision-making skills, and now I apply those strengths to analytics and structured problem-solving. I enjoy working with complex information, understanding human behaviour, and translating data into clear, practical insights. Early in my career, I'm motivated to learn, contribute, and support meaningful analytical work.

SKILLS & COMPETENCIES

Technical Skills: Python · R · SQL · Power BI · Tableau · Excel · SPSS · Data Visualization · Statistical Modeling · Predictive Analytics

Data & Analysis: KPI Development · Dashboarding · Exploratory Data Analysis (EDA) · Data Cleaning · Research Design · Behavioral Analytics · Risk Communication

Professional Competencies: Leadership · Teamwork · Communication · Stakeholder Engagement · Problem Solving · Adaptability · Initiative · Active Learning

Additional Tools: OSINT Frameworks · AWS Cloud Fundamentals · AI Governance Foundations

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EDUCATION

Saint Mary's University – Sobey School of Business

MBA in Data Analytics (Expected 2026)

- Kelly Dye Scholarship recipient for academic excellence and leadership.

- Coursework: Business Analytics, Machine Learning, AI Governance, Data Visualization, Strategic Management.

- Applied skills: Built SQL databases, applied machine learning methods, developed KPI frameworks, and created visual dashboards to demonstrate real-time decision support.

Acadia University

BA in Psychology & Business (2021–2025)

- Foundation in behavioural science, business strategy, and applied research.

- Technical exposure: R, SPSS, Excel, Power BI for statistical analysis and visualization.

- Activities: External Liaison – Psychology Association; Pre-Law Club; SMILE Program volunteer.

PROFESSIONAL EXPERIENCE

Nova Scotia Lifeguard Service — Halifax, NS

Beach Captain & Public Relations Officer | *2021–2025*

- Designed internal communication materials for 100+ seasonal staff across multiple sites, improving operational alignment.

- Led on-site teams and supported real-time decision-making in safety-critical environments.

- Gathered field data and community insights to support drowning prevention strategies.

- Coordinated with municipal partners and stakeholders to implement safety initiatives and public education campaigns.

Solar Advisor — Contract | Halifax, NS (Hybrid)

March 2025 – July 2025

- Analyzed customer profiles and optimized lead-qualification workflows, consistently generating 30+ qualified leads weekly.

- Guided clients through full sales cycles using data-informed recommendations and value-driven strategy.

- Exceeded performance KPIs and recognized as a top performer for conversion efficiency.

PROJECTS & COMPETITIONS

- **RBC HubHack (2025)** – Collaborative hackathon focused on developing innovative solutions for RBC's operational challenges.

- **AI Workplace Productivity Platform (BestWe, 2022)** – Supported design of educational content and an AI-assisted KPI dashboard grounded in behavioural insights.

- **National Drowning Prevention Campaign (NSLS, 2024)** – Designed and delivered large-scale communication strategies reaching diverse public audiences.

CERTIFICATIONS

- IBM SkillsBuild – Data Science & AI Fundamentals (2024–Present)

- AWS Cloud Computing Basics (2024–Present)

- National Lifeguard (valid until 2027)

- First Aid & CPR (valid until 2026)

- Airway Management (valid until 2028)