

HAYDEN MACDONALD

EDUCATION

- 2020
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2019
- **MSc in Management – Business Analytics**
Ivey Business School, Western University
• Ivey Scholar – Achieved a standing in the top 10% of graduating class.
📍 London, CA
- 2018
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2016
- **MSc – Cognitive, Developmental, and Brain Sciences**
Western University
• NSERC Canada Graduate Scholarship – Masters: Alexander Graham Bell
📍 London, CA
- 2016
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2012
- **BSc – Honors Specialization in Animal Behaviour**
Western University
• Dean's Honor List (2014 – 2016)
📍 London, CA

EXPERIENCE

- Current
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2020
- **Data Scientist**
Bot-Publishing Inc.
📍 Remote
• Spearheaded data strategy at startup outset by directing critical data collection in a MySQL database and external analytics tools.
• Designed and implemented a full stack email communications framework for improved customer onboarding and engagement using Node.js, HTML, CSS, AWS, and third-party APIs.
• Developed stored procedures and views in a MySQL database for product features, QuickSight dashboards, and ad-hoc analytical reports.
- 2020
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2019
- **Data Analyst Intern**
Voices.com
📍 London, CA
• Advocated for experimental best practices while designing and statistically analyzing A/B test results in R and Tableau. One test resulted in a 9% increase in conversion rate on the Job Posting Form.
• Delivered pricing structure analyses to support decision-making of the leadership and sales team on platform initiatives and promotional sales, respectively.
• Automated R analyses for calculating monthly platform and talent metrics, saving approximately 50 hours per year.
• Co-authored an internal data visualization best practices document for improved analyst onboarding and data literacy.
- 2019
- **Graduate Teaching Assistant, Introduction to Data Science**
Ivey Business School, Western University
📍 London, CA
• Timely marked and provided feedback on R programming assignments.
• Advised students in 1:1 appointments to improve and solidify their understanding of course material.

ACTIVITIES

- 2019
- **Presenter**
Ivey Business School
📍 London, CA
• Presented a [workshop](#) on tidyverse packages in R for Ivey Business Analytics peers.
- 2018
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2017
- **Presenter**
Comparative Cognition Society
📍 Melbourne, FL
• Presented master's thesis work (MacDonald, 2018) and research from MacDonald & Roberts (2018) to fellow academics.



CONTACT

✉ hmd@needleinthehay.ca
🌐 needleinthehay.ca
in [hayden-macdonald](#)
🌐 [HaydenMacDonald](#)
🎓 [Hayden MacDonald](#)

TECHNICAL SKILLS

Proficient
R, SQL, Tableau, Excel

Intermediate
Git, Python

Beginner
JavaScript, HTML, CSS

SOFTWARE

Heap, Jira, AWS (Lambda, CloudWatch, Pinpoint, QuickSight), SendInBlue, Salesforce

OPEN SOURCE

[squashinformr](#) (CRAN): R package for scraping professional squash data

[multigitminder](#): Python GitHub Action for logging data points to Beeminder.

Hacktoberfest 2020 Participant

COURSES

Edward Tufte: Presenting Data and Information (2018)

Dale Carnegie Course (2016)

INTERESTS

Film, cooking, chess, hiking, SCUBA, squash, open source, technology