HAYDEN MACDONALD

🎓 EDUCATION

2020 | 2019

MSc in Management – Business Analytics
Ivey Business School, Western University 📍 London, CA

- Ivey Scholar – Achieved a standing in the top 10% of graduating class.

2018 | 2016

MSc – Cognitive, Developmental, and Brain Sciences
Western University 📍 London, CA

- NSERC Canada Graduate Scholarship – Masters: Alexander Graham Bell

2016 | 2012

BSc – Honors Specialization in Animal Behaviour
Western University 📍 London, CA

- Dean's Honor List (2014 – 2016)

💼 EXPERIENCE

Current | 2020

Data Scientist
Bot-Publishing Inc. 📍 Remote

- Spearheaded data strategy at startup outset by directing critical data collection in databases and external analytics tools.
- Designed and implemented a full stack email communications framework for improved customer onboarding and engagement using AWS and third-party APIs.

2020 | 2019

Data Analyst Intern
Voices.com 📍 London, CA

- Advocated for experimental best practices while designing and statistically analyzing A/B test results. 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 processes for calculating monthly platform and talent metrics, saving approximately 50 hours per year.
- Made significant contributions to an internal data visualization best practices document.

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 positively impact their understanding of the course material.
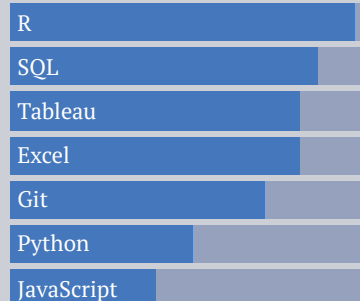
🖥️ ACTIVITIES

2019

Presenter
Ivey Business School 📍 London, CA

- Presented a workshop on tidyverse packages in R for Ivey Business Analytics peers.

2018 | 2017

Presenter
Comparative Cognition Society 📍 Melbourne, FL

- Increased research exposure by presenting 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

- R
- SQL
- Tableau
- Excel
- Git
- Python
- JavaScript

SOFTWARE

Salesforce, AWS Lambda, AWS CloudWatch

OPEN SOURCE

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

Hacktoberfest 2020 Participant

COURSES

Edward Tufte: Presenting Data and Information (2018)

Dale Carnegie Course (2016)

INTERESTS

Film, cooking, chess, hiking, SCUBA, squash, technology, product analytics

Updated on 2021-02-06