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 R analyses for calculating monthly platform and talent metrics, saving approximately 50 hours per year.
- Contributed substantial content to an internal data visualization best practices document for improved 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 positively impact their understanding of the course material.
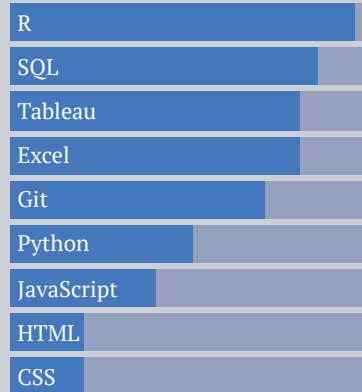
🖥 ACTIVITIES

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

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- in hayden-macdonald
- ○ HaydenMacDonald
- 🎓 Hayden MacDonald

TECHNICAL SKILLS

Skill	
R	
SQL	
Tableau	
Excel	
Git	
Python	
JavaScript	
HTML	
CSS	

SOFTWARE

AWS Lambda, Heap, AWS CloudWatch, AWS QuickSight, Salesforce

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 2021-02-08