

# HAYDEN MACDONALD

## EDUCATION

- 2020  
|  
2019
- MSc in Management – Business Analytics**  
Ivey Business School, Western University  
• Ivey Scholar – Achieved a standing in the top 10% of graduating class.
- 2018  
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2016
- MSc – Cognitive, Developmental, and Brain Sciences**  
Western University  
• NSERC Canada Graduate Scholarship – Masters: Alexander Graham Bell
- 2016  
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2012
- BSc – Honors Specialization in Animal Behaviour**  
Western University  
• 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.
    - Wrote stored procedures and views in a MySQL database to support software features, dashboard visualizations, and 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. 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 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 positively impact their understanding of the course material.

## ACTIVITIES

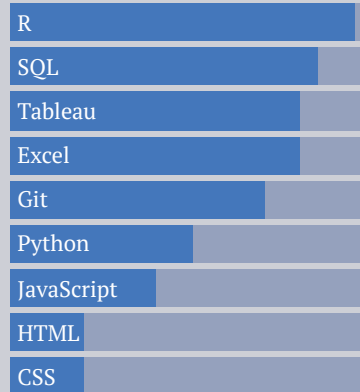
- 2019
- Presenter**  
Ivey Business School London, CA
    - Presented a [workshop](#) on tidyverse packages in R for Ivey Business Analytics peers.
- 2018  
|  
2017
- Presenter**  
Comparative Cognition Society Melbourne, FL
    - Increased research exposure by presenting master's thesis work (MacDonald,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



## CONTACT

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🌐 [HaydenMacDonald](#)  
🎓 [Hayden MacDonald](#)

## TECHNICAL SKILLS



## 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