

HAYDEN MACDONALD

EDUCATION

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

EXPERIENCE

- 2020
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Current
- **Data Scientist**
LillyPad
• Improved customer onboarding and engagement by developing a full stack email service using MySQL, AWS Lambda (Node.js), AWS Pinpoint, and S3.
• Led data strategy at startup outset by directing critical data collection of user activity and email events in databases and Google Analytics.
• Developed MySQL stored procedures, views, and queries for product features and QuickSight dashboards.
• Automated SEO keyword research with a Python program that, given a seed keyword, returned shortlists of prospective keywords to marketing colleagues.
- 2019
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2020
- **Data Analyst Intern**
Voices.com
• 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 leadership and sales team decision-making on platform initiatives and promotional sales, respectively.
• Automated monthly reports on platform and talent metrics using R, 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
• 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
• Presented a [workshop](#) on tidyverse packages in R for Ivey Business Analytics peers.



CONTACT

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🎓 [Hayden MacDonald](#)

TECHNICAL SKILLS

Proficient
R, SQL, Tableau, Excel

Intermediate
Git, Python

Familiar
JavaScript, Spark, Airflow,
Cassandra, HTML, CSS

TOOLS

AWS, Heap, Jira, GitHub,
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