

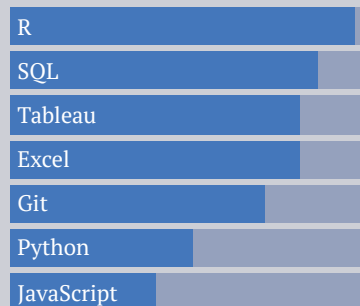
HAYDEN MACDONALD



CONTACT

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TECHNICAL SKILLS



SOFTWARE

AWS Lambda, AWS CloudWatch, Heap, 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

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.