Mica Shatil

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Education

University of Waterloo and Wilfrid Laurier University   09/2020 - 08/2025
BCS (Computer Science)/BBA (Business Administration) Double Degree **(Cumulative Average - 90.16%)**

Technology and Skills Summary

Languages: Python, C++, C, SQL, Bash, R, Cypher
Frameworks/Tools: Pandas, Numpy, Scikit-learn, Neo4j
Technology Skills: Git, Azure ML, Google Cloud Platform, Linux, Neo4J, Salesforce, Office 365,
                                 Google Suite, Atlassian tools, Google Analytics, Google Data Studio
Soft Skills: Strong Communicator, Fast Learner, Coachable, Dedicated, Creative, Driven

Experience

W Consulting • Founder and Lead Consultant   07/2022 - present
- Ideated, initiated, and founded a consulting company with 4 peers focusing on data driven consulting
- Leading the team in our first consulting project; analyzing client data to create a marketing plan.

Manulife • Data Scientist • Toronto, ON   01/2022 - 05/2022
- Leveraged **Google Cloud Platform (BigQuery, BigQueryML), k-means clustering, and SQL** to develop distinct customer segments which were then targeted with digital marketing.
- Communicated insights through powerpoint presentations with visualizations made using **Google Data Studio**.
- Worked with **Neo4J** and **Cypher** to navigate and draw insights from a graph database of projects across Manulife.rojust
- Explored global climate data over the past 50 years using **Scikit-learn and Pandas**.
- Analyzed website and marketing performance across different audiences with **Google Analytics**.
- Completed **DP-100** training course.

Atolio Inc. • Client Developer • Denver, Colorado   05/2021 - 09/2021
- Built a pre-sales pipeline through cold outreach to CXOs of mid-market and enterprise companies.
- Partnered with one of the co-founders to run dozens of discovery calls with CIO's and CTO's from companies like **Two Sigma, King, Ring, and S&P Global Market Intelligence**.
- Created a propensity to buy model, and integrated the model into Atolio's Salesforce instance using **Python**, **pandas**, **simple_salesforce** and the **Salesforce API** to enhance the client outreach process - **increasing early access partners by 170%**.
- Assessed co-op applicants' resumes and cover letters to identify qualified candidates who successfully meet role requirements, offering interviews to the top candidates.
- Ran interviews for aspiring co-ops focusing on culture fit, cohesion, and qualifications.

Pinnacle • International Hackathon • Dallas TX   09/2021
- Competed at a hackathon against the top 200 hackers in North America.
- Created the frontend of an app to promote local businesses through QR codes using **Flutter** and **Dart**.
- Interacted with the backend through a **RESTful** api.

180 Degrees Consulting • Consultant • Waterloo ON   01/2021 - 09/2021
- Volunteer consultant for non-profit organizations, working on sustainability and market expansion.
- Developed a business model and marketing campaign for the client to achieve financial sustainability.

Program Developer • Neuphysio • Python Translator Program • London ON   2020
- Designed, wrote, and implemented a Python program to convert accounting data from clinic software to accounting software, saving Neuphysio up to 10 hours of data entry each month.

Hack Western 7 • Python Hands Free Cursor Control Program • London ON   2020
- First Place Overall winner out of 103 submissions working on a team of four first year students to develop a facial controlled cursor program in **Python**.

East Park • Database Transfer • London ON   2020
- Rewrote the camp database in **SQL**, including writing stored processes, queries, and tables.

United Way • Canada Life Youth United Advisory Council member • London ON   2020
- Marketed and awarded several grants of up to $2000 to fund youth lead community initiatives that aid the local population in the London Middlesex area.

A.B Lucas Student's Council• Executive • London ON   2017 - 2020
- Organized school wide events including dances, fundraisers, assemblies, and competitions.

DECA • Chapter Executive • London ON   2019 - 2020
- Collaborated with other executives to plan meetings and fundraisers for competitions.
- Trained the marketing and hospitality clusters on strong case presentation and business topics.

East Park Golf / Or Shalom • Day Camp Counselor • London ON   2016 - 2020
- Responsible for planning, organizing, and running activities for children ages 4 - 12.

Junior Achievement Company Program • VP Marketing/Sales • London ON   2017 - 2019
- Managed social media presence and designed packaging and product displays for the company.
- Lead company sales efforts through organizing sales training and events with over 100 attendees.

Camp Timberlane • Canoe Trip Leader • Haliburton ON   2019
- Developed leadership and responsibility by leading up to 7 campers on multi-day canoe trips.

Student's Supplies • London ON   2019
- Ran a school supplies drive dedicated to supplying students with all of the tools needed to succeed.

Awards and Honors

Fountain Tire Award   2020
- Won this $750 award for strong work ethic and a collaborative and indomitable spirit.

Lloyd Carr-Harris Foundation Scholarship   2020
- Won this $5000 scholarship for academic excellence and a passion and aptitude for business.

DECA Provincial Champion in the Marketing Communications Series Event   2019 - 2020
- Won the provincial marketing communications case competition against over 100 competitors.

Junior Achievement London and District Vice President of Sales of the Year   2018 - 2019
- Won best VP Sales out of 17 for leading my JA company to success in sales and revenue generation.