Samantha MacDonald

CONTACT

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EDUCATION

MSc PSYCHOLOGICAL RESEARCH (With Distinction)
University of Edinburgh, 2023

Relevant Courses:
- *Univariate Statistics & Methodology Using R*
- *Multivariate Statistics & Methodology Using R*
- *Computational Text Analysis*
- *Applied Psychometrics*

BA (Hons) PSYCHOLOGY (With Distinction)
University of Johannesburg, 2020

BA PSYCHOLOGY
University of Johannesburg, 2019

ACHIEVEMENTS

A top achiever in the Faculty of Humanities (2017)

Golden Key International Honour Society Member

Dean's List of Academic Excellence (2018)

Completed LifeLine Counsellor Course (2021)

Completed Developing your Data Skills Course offered by the University of Edinburgh (2023)

EXPERIENCE

HOSPITALITY AGENCY WORKER • OCTOBER 2022 – DECEMBER 2023
Off To Work Scotland

- Demonstrated versatility and adaptability by fulfilling various roles including bartender, barista, waitress, and general assistant.

ASSISTANT • FEBRUARY 2022 - SEPTEMBER 2022
DMSA (Data Management & Statistical Analysis South Africa)

- Categorised qualitative data from open-ended survey responses.
- Transferred curated surveys to an online platform for dissemination.

RESEARCH ASSISTANT • FEBRUARY 2021 – JUNE 2021

- Conducted data collection and transcription of interviews for a Ph.D. student's research on "Strengthening community-based collaborative care for individuals with serious mental illness in Sedibeng district, South Africa."
- Facilitated data transfer from medical records to an online database.

SKILLS

Statistical Analysis:
- *Linear, logistic, and multi-level modelling*
- *Exploratory and confirmatory factor analysis*
- *Path analysis*
- *Structural equation modelling*

R Programming:
- *Extensive experience in Extract, Transform, Load (ETL) processes, data analysis, and visualization.*
- *Proficient in generating professional reports using RMarkdown*

Microsoft Excel:
- *Advanced proficiency in pivot tables, charts, VLOOKUP, XLOOKUP functions, and dashboard creation*

Power BI:
- *Developing interactive dashboards and reports to convey insights effectively*
- *Utilizing DAX for advanced calculations and measures*
- *Implementing data transformations and modelling using Power Query*

SQL:
- *Competent in SQL with expertise in joins and subqueries for data retrieval and manipulation*

Natural Language Processing (NLP):
- *Experienced in utilising NLP techniques for text analysis, including sentiment analysis, topic modelling and word embedding*

Database Management:
- *Understanding of database normalization techniques to enhance efficiency and organisation of data structures*