

# CAMERON McNAMARA

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## EDUCATION

### University of San Diego

**Double Major:** BBA Business Analytics, BA Computer Science

**Semester Study Abroad:** Fall 2024 Universidad Pontificia Comillas - Madrid, Spain

**Awards:** Presidential Merit Scholarship; Dean's List (All semesters); 36 ACT

**Coursework:** Financial Modeling, Data Visualization + Mgmt, Data Structures, Programming Abstractions, OOP

**San Diego, CA**

GPA: 3.98/4.00

Expected May 2026

## PROFESSIONAL EXPERIENCE

### Advanced Micro Devices

**Santa Clara, CA**

*Integrated Planning & Strategy Analytics Intern*

*June 2024 - August 2024*

- Monitored the Ryzen AI 8040 CPU Series launch through various lifecycle stages, leveraging sales forecasts, OEM consumption, POS data, and inventory analytics, to create actionable insights and drive overall strategy
- Conducted market analysis, including TAM and SAM, and performed marketing analytics such as Share of Voice (SOV) and Share of Shelf (SOS) to evaluate awareness, consumer preference, and market positioning
- Performed detailed competitive analysis by benchmarking the Ryzen 8040 Series launch against key competitors, leveraging extensive data sets to uncover global market trends and refine strategic decision-making processes
- Engaged with cross-functional teams to gain comprehensive knowledge in sales strategy, product lifecycle management, and supply chain optimization, culminating in a presentation of findings to senior leadership
- Gained experience with AI capabilities and market trends tracking AMD's AI-enabled mobile processor launch

### University of San Diego Men's Baseball

**San Diego, CA**

*Analytics Manager*

*February 2023 - Present*

- Collecting, compiling, and analyzing personal and team statistics for University of San Diego D1 Baseball
- Utilizing software tools, including Batts, Synergy, TruMedia, Trackman, and Rapsodo, during over 40 games
- Developing a website using R to effectively analyze and compile data from multiple CSV game files.
- Collaborating closely with the team to discuss personal performance and scout upcoming opponents data insights

### Mariachi Program

**Pleasanton, CA**

*Computer Science Instructor*

*November 2022 - January 2023*

- Volunteered in teaching underprivileged communities and students the basics of Computer Science and Python
- Ages ranging from 2nd - 8th grade, organized a fun, yet informative, curriculum to peak students interest
- Ran through local elementary schools and included python projects, games, prizes, and friendly competitions

### Castlewood Tennis & Golf

**Pleasanton, CA**

*Player Services & Assistant Coach*

*August 2019 - August 2023*

- Interacted with players to maintain friendly, helpful relationships, tended to golf course to maintain suitable play
- Trained K-8th grade students alongside USTA coaches to help athletes enjoy tennis and gain fundamental skills

### Meadowlark Dairy

**Pleasanton, CA**

*Server and Cashier*

*April 2019 - July 2022*

- Took and prepared soft-service ice cream, dairy items, and other essentials to local community through pandemic
- Navigated fast-paced environment with team of peers to provide enthusiastic customer service and fulfill needs

## LEADERSHIP AND EXTRACURRICULAR

### Delta Sigma Pi Professional Business Fraternity - Lambda Pi Chapter

**San Diego, CA**

*Vice President of Scholarships and Awards*

*December 2023 - May 2024*

- Led award application process, coordinated recognition programs, and promoted academic achievement

### Consult For America Case Competition - Capital One

*April 2024*

- Conducted financial analysis to identify opportunities and challenges for Capital One using Bloomberg Terminal
- Developed a strategic pitch deck based on market research, proposing AI-driven solutions for Capital One

**Additional Involvement:** Data Analytics Club, Student International Business Council, USD Club Golf Team, JV & Varsity Tennis Captain, Boys Team Charity, FHS Engineering Academy, Independent Engineering Project

## ADDITIONAL INFORMATION

**Skills:** Microsoft Office, Python, Java, R, SQL, C++, Spanish, PowerBI, Tableau, G-Suite, 3D design & printing

**Interests:** Drones, Sabermetrics, 3D printing, Skiing, Maps, Weightlifting, Formula 1, Boston Red Sox & Celtics, Golf