

Cara-Li Farrell

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EDUCATIONAL

McGill University – Desautels Faculty of Management, Montreal, Canada Sep 2021 – May 2024E
Bachelor of Commerce, Major in Business Analytics, Concentration in Finance CGPA: 3.71/4.00
Distinctions: Dean's Honors List 2021-2022, Jeux du Commerce 2023 2nd place in 24h Interactive Case, Desautels Management Case Competition Committee (DMCC) Team of the Year 2023
Relevant Coursework: Data Handling and Coding for Analytics, Foundations of Decision Analytics, Marketing Analytics, Integrated Information Systems, Introduction to Finance, Corporate Finance, International Asset Management.
Exchange Program: **Mannheim University** – Mannheim Business School, Mannheim, Germany (Winter 2023)

ANALYTICS SKILLS

Tech Stack: Python (Pandas, NumPy, Seaborn, Matplotlib), R (currently learning), Structured Query Language (SQL), Tableau (currently learning), Google Colab, Gurobi Optimization, Jupyter Notebook, MySQL, pgAdmin4, R-Studio, Spyder, VSCode, Yahoo Finance Application Programming Interface (API).

Methodologies: Simple and multiple linear regression modelling, logistic regression modelling, k-means clustering.

Online Certifications: The Complete SQL Bootcamp (Udemy, Jul 2023), Beginner Machine Learning in Python (Udemy, May 2023), Reading Financial Statements (Corporate Finance Institute, May 2023), Introduction to Python (DataCamp, May 2022).

PROFESSIONAL EXPERIENCE

Lifter Web Marketing (Montreal Search Engine Optimization leader), Montreal, Canada Jul 2021 – Present
Web Marketing Generalist

- Researched and authored 50+ blog posts optimizing search engine results for clients in medical, beauty, and education industries.
- Built a centralized Customer Relationship Management (CRM) database by converging 7,500+ Know Your Client (KYC) records from 10 Excel files streamlining newsletter process for client in education sector.

Royal Bank of Canada, Montreal, Canada May 2022 – Aug 2022
Operations Officer Intern, Loans and Payouts Department (Bilingual)

- Efficiently processed 40+ loan closures and payments to ensure client satisfaction, surpassing daily transaction processing targets.
- Collaborated with team of 6 in finance, marketing, accounting, and engineering in extracurricular leadership program, driving career development project empowering youth in exploring career pathways in marketing, finance, software engineering.
- Designed speaker pamphlet with Canva to promote online networking event and 7 featured RBC managers, attracting 15 students.

Bidgala (Montreal Art Startup featured in Forbes Magazine), Montreal, Canada Feb 2021 – Jun 2021
Sales Team Manager; Sales and Marketing Intern

- Engaged with 50+ clients daily through cold calling, showcasing product features, gathering feedback on product improvement, driving customer acquisition, enhancing customer satisfaction and facilitating business growth by 20%.
- Pioneered and established sales division by recruiting, training, and leading team of 6 interns resulting in 2x sign-up rates.

ANALYTICS PROJECTS

Data Visualization (UX/UI), Personal Project, Montreal, Canada Apr 2023 – May 2023

- Cleaned and preprocessed 1,100+ venture capital (VC) data points from Kaggle using Python Pandas in Jupyter Notebook and CSV files to develop interactive Tableau VC industry overview dashboard.

Data Analysis, Final Project for Data Handling & Coding for Analytics, Montreal, Canada Oct 2022 – Dec 2022

- Conducted data analysis project with team of 5 using Python on Google Colab grocery store marketing campaign dataset with 2,200+ data points to determine ideal target customer for marketing campaigns for 5 food categories using regression models.
- Presented dataset analysis to class supported with pitch deck containing data visualization, logistic and multiple linear regression models used, sample Canva-made targeted marketing ads based on findings and model applications to fictive consumer profiles.

LEADERSHIP AND EXTRACURRICULAR EXPERIENCE

Desautels Management Leadership Seminar (DMLS), Montreal, Canada – *Co-Executive Director* May 2023 – Present
New Student Mentorship Program, Montreal, Canada – *Mentor* Jul 2022 – Present
McGill Design Consultancy, Montreal, Canada – *Project Manager* Mar 2022 – Present
Desautels Management Case Competition Committee (DMCC), Montreal, Canada – *Academic Delegate* Sep 2022 – Jan 2023

SKILLS AND INTERESTS

Language Skills: English (fluent), French (fluent), Italian (beginner), German (beginner).

Computer Skills: Microsoft Product Suite (Word, PowerPoint, Excel, Outlook, Teams), Canva, Adobe Photoshop Elements.

Interests: Piano (15 years of lessons), skiing, snowboarding, bullet journaling, reading (biographies, finance), travelling, food.