

Sophie Courtemanche-Martel

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EDUCATION

McGill University, Desautels Faculty of Management Montreal, Canada
Master of Management in Analytics Aug 2020 – June 2021

- GPA: 3.81/4.00, Webb-Wong Family Masters Fellowship (\$8000, based on academic merit and demonstrated community involvement with preference given to students interested in healthcare)
- Analytics Consulting Project with Loblaw's Companies Limited, UX/UI Specialist Oct 2020 – present
- Driving growth from both acquisition of new customers and retention of online returning customers via personalized and relevant communication channels.
- Leverage BI tools to build a customized and styled dashboard, visualizing reports of marketing campaigns.
- ThinkR Consulting Mandate with Montreal's Children's Hospital Feb 2021 - present
- Rebranding of Pedalez for Kids event for the 30th anniversary, ensuring current stakeholders' engagement and attracting new participants to grow revenue.

Macdonald Campus of McGill University Montreal, Canada
Bachelor of Nutritional Sciences, Concentration in Global Nutrition Sept 2016 – Dec 2019

- GPA: 3.56/4.00, J. William and Lorna K. Ritchie Macdonald College Clan Scholarship (\$1500, Awarded to outstanding students of the School of Dietetics and Human Nutrition with consideration for participation in student activities on campus)
- Tri-Council Policy Statement Certification: Conduct for Research Involving Humans (2019)

TECHNICAL SKILLS

Data Modelling Tools: Python (Pandas, Scikit-learn, Pytorch, Keras), R | **BI/Visualization tools:** Plotly, GGPlot, Seaborn, Google Data Studio | **Databases:** MySQL, NoSQL (Neo4J) | **Typesetting:** LaTeX

PROFESSIONAL EXPERIENCE

Yumi Organics Montreal, Canada
Digital Marketing/UX Intern Jan 2020 – July 2020

- Initiated collection and analysis of data pertaining to the user experience to identify the key causes of churn.
- Designed and established the automation of CRM processes to improve the UX that reduced churn by 20%
- Conducted research and identified potential areas of growth, developing marketing strategies adopted by the organization.

MacDonald Campus Student Society (MCSS) Montreal, Canada
Vice President of Business Operations Sept 2018 – May 2019

- Managed the legal, efficient, and profitable commercial operations of the MCSS, increasing profits by 15% in December 2018 through the planification and execution of diversified events at the Ceilidh pub.
- Hired and supervised the managers of the Ceilidh pub and Robber's Roost Bookstore.
- Chaired bi-monthly Business Operations Committee meetings, comprised of 12 elected members of council and MCSS employees.

LEADERSHIP AND EXTRACURRICULAR

MEDLIFE Macdonald Campus Branch Sainte-Anne-De-Bellevue, Canada
Social Media Coordinator Sept 2018 – Apr 2019

- Administered the networking and communication outlets, created visuals for events, designed posters and promotional material.

Macdonald Campus Student Society Sainte-Anne-De-Bellevue, Canada
Orientation Coordinator Mar 2018 – Sept 2019

- Planned a full week of inclusive activities facilitating the integration of new students to the Macdonald campus. Trained and supervised a team of 45 orientation leaders and managed a \$45 000 budget.

SKILLS AND INTERESTS

Languages: English (fluent), French (fluent), Spanish (Basic)

Interests: Ultimate Frisbee (UGM Ultimate league team 2018 – present, McGill Ultimate Frisbee team 2019), Classical Violin (2007 – present), Competitive figure skating (2004-2010), Nutrition and Health, Boardgames