James Hogan

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EDUCATION

McGill University, Desautels Faculty of Management   Montreal, Canada
Master of Management in Analytics   Aug 2020 – Aug 2021
- 3.90/4.0 GPA, Rossy Graduate Leader Fellowships Scholarship Recipient

Marketing Optimization Project with Loblaw Companies Ltd./Google, *Modeler*   Oct 2020 – Present
- Segmented customers and built recommendation system to optimize marketing spend
- Designed clustering model, queried data, and implemented recommendation engine to offer dynamic, personalized advertisements

McGill University   Montreal, Canada
Bachelor of Arts, Concentration in Economics   Aug 2016– June 2020
- 3.91/4.0 GPA, DeSousa Family Scholarship, Dean's Honor List, Golden Key Honor Society

University College of London, *International Academic Exchange,* London, England   Sept – Dec 2018

TECHNICAL SKILLS

- Python, Machine Learning, SQL, R, Recommendation Systems, Advanced Statistical & Economic Analysis, A/B Testing, Data Visualization, Google Cloud Platform

PROFESSIONAL EXPERIENCE

WHOOP   Boston, USA
Operations and Member Services Intern   May – August 2019
- Analyzed warranty replacement pipeline, and initiated streamlined customer service process to reduce errors and service time, and boost customer satisfaction
- Executed cross-functional role during product launch overseeing replacement shipping logistics
- Headed warranty replacement program that replaced over 500 units with faulty hardware in timely manner
- Forecasted product needs via Salesforce to help executives optimize supply chain management

Sudbury Swim and Tennis   Sudbury, USA
Aquatics Director   May – Sept 2018
Manager and Lifeguard   May 2013 – Sept 2017
- Led team of over 140 swimmers as Head Coach, managed and mentored 14 staff members to run successful practices, swim meets, and events
- Planned strategy and organized logistics for six swim meets and three internal events with board members, club directors, and other clubs which improved club engagement with swim program

PROJECT EXPERIENCE

McGill University   Montreal, QC
Business Analyst   Oct 2020 – Present
- Conducted causal inference analysis via Python and relevant machine learning libraries to determine the effect of coupon campaigns on transaction and revenue trends

LEADERSHIP AND EXTRACURRICULAR

Delta Kappa Epsilon Fraternity   Montreal, Canada
Member of Sustainability Committee   May 2018 – June 2020
- Created events to recruit new fraternity members which were highly attended, allowing for higher than anticipated fraternity growth

SKILLS AND INTERESTS

Languages: English (fluent), German (basic)
Interests: Swimming – National Level Swimmer in the US and top ten finisher in Massachusetts High School State Championships; Gaming – Designed & built custom PC for server hosting/gaming