

HARLEEN DHATT

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EDUCATION & HONOURS

McMaster University | Hamilton, ON Sept. 2021 - Apr. 2026

Bachelor of Science (Honours), Mathematics & Statistics – Minor in Economics

- **Relevant Coursework:** Data Analytics, Algorithms, Probability & Statistics, Programming, Business Development

Digital Scholarship Certificates – Sherman Centre (2022–2023) 2022 - 2023

- Completed 20+ workshops, including Machine Learning, Logistic Regression, Random Forests, and Data Visualization

Co-Curricular Award Plaque 2018 - 2021

- Recognized for outstanding involvement in extracurricular leadership and service

PROFESSIONAL EXPERIENCE

Business Administration Intern Mar 2024 – Aug 2024

Riipen | Hamilton, ON

- Performed market research using analytical frameworks to guide product strategy and launches
- Improved data collection processes across teams, enhancing data quality and strategic decision-making
- Delivered executive-level summaries translating complex data into actionable business insights

Data Analyst Intern Aug 2023 – Nov 2023

OESON | Toronto, ON

- Cleaned, structured, and analyzed large datasets to ensure high data integrity and usability
- Performed exploratory data analysis in Python and R to uncover business trends and insights
- Built interactive dashboards in Tableau, Power BI, and Google Data Studio for stakeholder reporting

Marketing Analyst Intern Jun 2023 – Oct 2023

SalesEra | Toronto, ON

- Conducted demographic and competitor research using web analytics and survey data
- Created performance reports that optimized marketing spend and increased campaign ROI
- Designed SEO-focused content strategies that improved organic reach and conversion rates

Marketing & Communications Intern Sept 2022 – Dec 2022

Illuminate Universe | Toronto, ON

- Analyzed campaign data to enhance outreach tactics, increasing attendance and digital engagement
- Evaluated event data with analysts to refine promotional strategies
- Designed presentations and workshops for student outreach, engaging over 100 participants

Research & Public Programming Assistant Sept 2022 – Apr 2023

Ontario Public Interest Research Group | Hamilton, ON

- Developed and published research-driven content on social topics, increasing social media reach
- Produced short-form video content and managed event logistics to boost community engagement
- Ensured consistent branding and communication across platforms

Financial Newsletter Staff Writer Sept 2021 – Apr 2022

The Financial Marauder | Hamilton, ON

- Researched and published 10+ articles on Canadian personal finance, covering products, policies, and investments
- Aligned content with editorial goals to improve reader retention
- Tracked economic indicators to ensure timely publication

Economics Lecture Transcriber & Tutor Dec 2021 – Apr 2022

McMaster University | Hamilton, ON

- Transcribed economics lectures for 40+ students with accessibility needs
- Supported students through personalized tutoring aligned with course objectives
- Adapted material using visual aids and real-time support tools

SKILLS & INTERESTS

Skills: Python, R, MySQL, MATLAB, Excel (Advanced), Tableau, Power BI, Google Data Studio

Interests: Technology, Market Research, Community Engagement, Applied Data, Innovation, Team Collaboration