

# John Cameron

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## EDUCATION

**Western University – GPA 3.98/4.00 (93.5%)**

*Sep 2019 – Apr 2023*

*Software Engineering with Advanced Entry Opportunity to Ivey Business School*

- **Awards:** \$10,000 Admission Scholarship, \$1,500 from Ontario Professional Engineer Foundation

## WORK EXPERIENCE

**Data Analyst – Diem The App:** Toronto, ON

*Jun 2020 - Present*

- Designed Excel models using PivotTables, V/HLOOKUPS, and other advanced functionalities to detect relevant trends spanning from customer acquisition to retention
- Identified new market segments based on data findings, helping drive strategy and growth

**Business Analyst – Lavender:** Remote (New York City)

*May 2020 - Present*

- Worked with founders to help execute market strategies and grow paid customer base
- Built in-depth Excel analyses for Sales team, with a focus on SaaS utilization trends across various industries
- Collaborated with Finance team to create thorough financial forecasting models

**Product Team – Concis:** Remote (India)

*Apr 2020 - Present*

- Oversaw report summaries conducted and prepared by other analysts, helping them build an effective and captivating roadmap for their research analysis and findings
- Analyzed market research reports across a number of sectors ranging from FinTech to AI, with a focus on summarizing concepts and drawing out key takeaways for use in Venture Capital and Private Equity
- Communicated pertinent information through written report summaries, audio recordings, and slide decks

**Research Analyst – MSAM Laboratory, Waterloo University:** Waterloo, ON

*Jul 2019 – Aug 2019*

- Began optical scanning for prototype that was to be used for topology optimization
- Analyzed and compared various fume extractors for FDM (3-D) printers through cost-benefit analyses
- Used Computer-Aided Design (CAD) to create and source parts for FDM (3-D) printer enclosures, with a primary focus on maximizing particle airflow efficiency in order to reduce hazardous fumes
- Prepared 3-D printed specimens for post-process analysis (cutting, mounting, grinding, and polishing)

**Basketball Head Coach – York University, Glendon Campus:** Toronto, ON

*Jul 2017 – Aug 2017*

- Planned weekly activities in detail with a focus on improving the skill set and athletic capabilities of campers
- Led drills for campers ranging from (8-15 y/o) , providing in-depth feedback and working individually with campers to build their confidence and capabilities both on and off the court

## EXTRACURRICULAR EXPERIENCE

**Senior Research Analyst – Ivey Business Review:** London, ON

*May 2020 - Present*

- Responsible for evaluating corporate strategy, conducting research, and thoroughly fact-checking articles

**Director of Industry - Western Founders Network:** London, ON

*Sep 2019 – Apr 2020*

- Wrote components of the case used for Industry's flagship event, Technology Consulting Competition, with a focus on clarifying concepts and making them understandable to over 200 competitors without a concrete background in technology
- Reached out to potential sponsors, building rapport and generating interest from multiple clients for future sponsorship of TCC
- Took part in organizing the first iteration of Career Coffee Chats, a structured networking event to introduce members to a variety of fields that integrate business and technology (ie. product management, consulting)

## ADDITIONAL INFORMATION

**Skills:** Programming languages – Java, Python, Javascript, CSS, HTML | Excel – Data Analysis, Forecasting

**Athletics:** 3x Division 1 Basketball (team ranked 5<sup>th</sup> provincially), 2x Division 1 All-Star

**Achievements:** 2x DECA Top 10 Internationally | 2x DECA Prov. Champion | AsiaWise Prov. Champion

**Interests:** Basketball, Powerlifting, Hiking, Cooking