

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
- Utilized Machine Learning methods (Association Rule Learning) to detect relevant trends in product usage
- Identified new market segments based on data findings, helping drive strategy and growth

Business Analyst – Lavender: Remote (New York City)

May 2020 - Present

- Used Mixpanel analytics to generate business insights and understand customer interactions with the product
- Performed competitive analysis by web scraping relevant information from other players via Twitter
- 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 prepared by analysts, helping them build a captivating and effective roadmap
- 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 sponsors, building rapport and generating interest from 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 5th provincially), 2x Division 1 All-Star

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

Interests/Hobbies: Basketball, Table Tennis, Hiking, Reading & Podcasts, Cooking