

# 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 – Aug 2020*

- Designed Excel models using PivotTables, V/HLOOKUPS, and other advanced functionalities to detect relevant trends spanning from customer acquisition to retention, helping optimize marketing spend
- Utilized Machine Learning methods (Association Rule Learning) to detect relevant trends in service usage
- Created HTML/CSS templates for Automated Emails (Customer.io) to 'power users' based on preceding analysis
- Identified new market segments based on data findings, helping drive strategy and growth

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

*May 2020 – Aug 2020*

- Used Mixpanel analytics to generate insights and understand customer activity through interactive dashboards
- Performed competitive analysis by web scraping relevant information from direct competitors 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 – Jul 2020*

- 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

**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

**Incoming Design Thinking Program Cohort Member – RBC:** London, ON

*Jan 2021 – Apr 2021*

**Pro-Bono Consultant – Ivey Fintech:** London, ON

*Sep 2020 – Present*

- Consultant for *Flexiti Financial*, ranked the sixth fastest growing company in Canada by the Globe & Mail
- Provide analysis and recommendations pertaining to competitive landscape and customer journey mapping

**Director of Education – Western AI:** London, ON

*Jul 2020 – Present*

- Designed and lead course content creation for the AI & Business stream of educational
- Planned Peer-to-Peer learning sessions, curating and presenting real-life case studies involving AI technologies
- Began Tech Tidbits, a newsletter sent to 400+ readers analyzing the implications of AI trends across industries

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

*May 2020 – Present*

- Evaluate corporate strategy, conduct research, and fact-check articles ranging from the viability of an Oculus VR E-Learning pivot, to repositioning Simon Property Group's business model as it pertains to experiential retail trends

## ADDITIONAL INFORMATION

**Skills:** Languages – Python, SQL, Java, JavaScript, CSS/HTML | Design – Figma | Excel – Analysis, Forecasting

**Achievements:** 2nd place at QCBT Hackathon | 2x DECA Top 10 Internationally (8<sup>th</sup>) | 2x DECA Prov. Champion

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

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