

John Cameron

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EDUCATION

Western University – GPA 4.00/4.00 (94.9%) *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

Incoming Business Analyst – RBC Amplify: Toronto, ON *Starting May 2021*

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*

- 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 and led weekly activities with a focus on improving the skill set and athletic capabilities of campers, providing in-depth feedback and working individually to build their confidence both on and off the court

EXTRACURRICULAR EXPERIENCE

Design Thinking Program Cohort Member – RBC: London, ON *Jan 2021 – Present*

- Selected to take part in RBC's inaugural Design Thinking Program in partnership with the Western AI fund

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

Pro-Bono Consultant – Ivey Fintech: London, ON *Sep 2020 – Dec 2020*

- Analyzed competitive landscape and customer journey for *Flexiti Financial*, building in-depth Figma prototypes for a potential mobile consumer app, and providing high-level recommendations to optimize UI/UX

ADDITIONAL INFORMATION

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

Achievements: 2nd at Western Engineering Competition | 2nd at QCBT Hackathon | 2x DECA Top 10 Internationally

Athletics: 3x Division 1 Basketball (Ranked 5th provincially), 2x Division 1 All-Star

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