

# MASON ROSS HAYES

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Master's student at the Toulouse School of Economics, interested in industrial organization, consulting, & business strategy. Passionate about language learning, literature, philosophy, and technology.

## EXPERIENCE

### Business Developer

#### MyPL

📅 April 2021 – August 2021    📍 Paris, FR (remote)

- Business strategy and development for a health/medtech startup in Paris
- Market research, product positioning, and rollout
- Developing partnerships with hospitals, pharmaceutical companies, startups, & research groups

Skills: Strategy Sales Business Development

### Marketing & Business Consultant

#### scite

📅 Nov 2020 – Oct 2021    📍 Brooklyn, NY (remote)

- Marketing & business development for a rapidly growing science/tech startup
- Reaching out to potential customers and partners including journal publishers, academic institutions, pharmaceutical & biotechnology companies
- Creating marketing and sales collateral such as product demos and blog posts
- Using R and SQL in research projects (see Relevant Projects)

Skills: Sales Business Development Data Science

### Nonprofit Consultant

#### The Oklahoma Group

📅 Jan 2020 – May 2020    📍 Norman, OK

- Provided *pro bono* consulting services to a nonprofit literacy center in the Oklahoma City area to help maximize its social impact and expand its mission
- Created new marketing ideas and techniques to reach more potential clients
- Cleaned, analyzed, and visualized marketing data in R to help the nonprofit learn how to better engage its clients

Skills: Teamwork Marketing Public Speaking

### Exam Editor for Honors Statistics

#### Department of Economics, University of Oklahoma

📅 May 2018 – Aug 2018    📍 Norman, OK

- Created and edited questions and answers for exams for the Honors Elements of Statistics course at the University of Oklahoma
- Provided new, concise answer key explanations to serve as a resource to future students

Skills: Probability Statistics Communication

## RELEVANT COURSES

- Data Science for Economists - used R and Julia for machine learning (mlr3, Turing.jl); learned the basics of SQL
- Bayesian Econometrics - MCMC in R and Julia (RJAGS, LaplacesDemon, coda, Turing.jl), posterior inference and hierarchical models
- Business Economics & Digital Economics
- Industrial Organization (IO), Empirical IO, & Advanced IO

## EDUCATION

### M.S. in Economics

#### Toulouse School of Economics (TSE)

📅 Sep 2020 – May 2022 | 14.44/20

### B.A. in Economics & International Studies

#### University of Oklahoma (OU)

📅 Aug 2016 – May 2020 | 3.92/4.00 GPA

### Exchange Program

#### Masaryk University

📅 Sep 2018 – Jun 2019 | Top 20%

## SKILLS

R Stata SQL Sales Consulting  
Econometrics

## LANGUAGES

English  
Spanish  
French



## HONORS

- **American Friends of TSE Excellence Scholarship** – awarded each year to one TSE student for academic excellence and professional projects in line with TSE's training objectives
- **Robert Dean Bass Memorial Scholarship** – for exceptional Economics students interested in public service in the USA
- **Holmes Scholarship** – for outstanding Economics students at OU
- **National Merit Scholarship** – full college tuition scholarship earned by only 15,000 out of 1.6 million students

## RELEVANT PROJECTS

- Are researchers cited differently after receiving a Nobel Prize?
- sciteR, an R package to gather journal-level citation data from scite.ai (no longer maintained)
- Analyzing Journal-Level Citation Data from scite - used mlr3 to classify academic journals by subject based on their citation data
- Graphing the Spread of Covid-19 with R and Shiny; data from Our World in Data