

Shervin Zare

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EDUCATION

Wilfrid Laurier University

Honours Bachelor of Science in Data Science

Waterloo, ON

Sep. 2023 – Present

EXPERIENCE

Educational Programs Developer

Laurier Analytics Society

Sep 2025 – Present

Waterloo, ON

- Developed high-quality educational content and video modules that simplified complex data and technology concepts, helping students deepen their understanding and stay engaged throughout the learning process.
- Delivered hands-on workshops in analytics, machine learning, and programming, giving students practical experience with real-world tools and improving technical confidence.
- Organized major networking events with speakers from companies like Google and Sun Life to help students build meaningful industry connections.

General Member

Laurier Fintech

Sep 2024 – Present

Waterloo, ON

- Participated in club workshops and events focused on financial technology trends, blockchain, and data-driven finance solutions.
- Assisted in organizing events, speaker sessions, and networking opportunities connecting students with finance and tech professionals.

PROJECTS

Bank Marketing Optimization | Python, Pandas, NumPy, scikit-learn, Seaborn, Git

Jul 2025 – Aug 2025

- Built a predictive targeting engine using XGBoost achieving 0.828 accuracy that optimized marketing spend by identifying high-probability subscribers, reducing low-value outreach, and improving overall campaign ROI.
- Translated analytical findings into actionable business strategy by uncovering key behavioral drivers, most notably client engagement patterns, which informed a more efficient and insight-driven customer acquisition approach.

Email Spam Detector | Python, Pandas, NumPy, scikit-learn, Seaborn, Git

Mar 2025 – Apr 2025

- Trained, optimized, and selected the top-performing machine-learning model through cross-validation, delivering a reliable spam detection pipeline ready for real-world deployment and reduced security risk.
- Engineered advanced text and metadata features that significantly strengthened model signal quality, enabling the system to more accurately distinguish harmful spam from legitimate communication.

Pitching Performance Analysis | SQL, MySQL Workbench, Git

Dec 2024 – Jan 2025

- Analyzed 40,000+ MLB pitch-level records using SQL to identify trends in pitch selection, strikeout patterns, and home run risks, delivering insights that supported coaching decisions and optimized game-planning strategies.
- Generated player- and situation-specific performance metrics, including Shane McClanahan's pitch tendencies and effectiveness, enabling more informed pitcher deployment and batter matchup strategy decisions.

TECHNICAL SKILLS

Languages: Python, Java, C/C++, SQL, HTML/CSS, R

Frameworks: React, Node.js, Flask, JUnit, WordPress, Material-UI, FastAPI

Developer Tools: Git, Google Cloud Platform, VS Code, Visual Studio, PyCharm, Eclipse

Libraries: pandas, NumPy, scikit-learn, Matplotlib, seaborn, TensorFlow, XGBoost, dplyr, tidyverse, ggplot2,