







# HAYDEN MACDONALD


## EDUCATION

- 2019  
|  
2020
- **MSc in Management – Business Analytics**  
Ivey Business School, Western University  London, CA
    - Ivey Scholar – Achieved a standing in the top 10% of graduating class.
  - **MSc – Cognitive, Developmental, and Brain Sciences**  
Western University  London, CA
    - NSERC Canada Graduate Scholarship – Masters: Alexander Graham Bell
  - **BSc – Honors Specialization in Animal Behaviour**  
Western University  London, CA
    - Dean's Honor List (2014 – 2016)

## EXPERIENCE

- Aug 2020  
|  
Current
- **Data Scientist**  
[LillyPad](#) (startup)  Remote
    - Improved user onboarding and engagement by developing an automated, full stack email service using MySQL, AWS Lambda (JavaScript), AWS Pinpoint, and S3.
    - Designed and implemented an email event data pipeline with AWS Lambda, SNS, SQS, and RDS to enable analysis of email campaign performance.
    - Automated SEO keyword research by writing a Python program for marketing colleagues that, given a seed keyword, returned prospective keywords from third party APIs.
    - Developed MySQL stored procedures, views, and queries for product features and QuickSight dashboards.
  - **Data Analyst Intern**  
[Voices](#)  London, CA
    - Advocated for experimental best practices while designing and statistically analyzing A/B test results in R and Tableau. One test resulted in a 9% increase in conversion rate on the Job Posting Form.
    - Delivered pricing structure analyses to support leadership and sales team decision-making on platform initiatives and promotional sales, respectively.
    - Automated monthly reports on platform and talent metrics using R, saving approximately 50 hours per year.
    - Co-authored an internal data visualization best practices document for improved analyst onboarding and data literacy.
  - **Graduate Teaching Assistant, Introduction to Data Science**  
Ivey Business School, Western University  London, CA
    - Timely marked and provided feedback on R programming assignments.
    - Advised students in 1:1 appointments to improve and solidify their understanding of course material.

## ACTIVITIES

- 2019
- **Presenter**  
Ivey Business School  London, CA
    - Presented a [workshop](#) on tidyverse packages in R for Ivey Business Analytics peers.

## CONTACT

- ✉ [hmd@needleinthehay.ca](mailto:hmd@needleinthehay.ca)
- 🌐 [needleinthehay.ca](http://needleinthehay.ca)
- in [hayden-macdonald](https://www.linkedin.com/in/hayden-macdonald)
- 🎧 [HaydenMacDonald](https://open.spotify.com/artist/HaydenMacDonald)
- 🎮 [Hayden MacDonald](https://www.twitch.tv/HaydenMacDonald)

## TECHNICAL SKILLS

### Proficient

R, SQL, Tableau, QuickSight, Excel, Google Sheets

### Intermediate

Git, Python, JavaScript

### Familiar

Bash, HTML, CSS, Spark, Airflow, Cassandra

## TOOLS

AWS, GitHub, Heap, Jira, Salesforce

## OPEN SOURCE

[squashinformr](#) (Author)  
(CRAN): R package for scraping professional squash data

[fpl](#) (Contributor): Python wrapper for the Fantasy Premier League API.

[multigitminder](#) (Author): Python GitHub Action for logging data points to Beeminder.

Hacktoberfest Participant (2020, 2021)

## COURSES

Edward Tufte: Presenting Data and Information (2018)

Dale Carnegie Course (2016)

## INTERESTS

Film, open source, football, hiking, SCUBA, squash, cooking, chess, technology