

# MATTHEW J. DONOVAN

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## EDUCATION

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**University of Waterloo & Wilfrid Laurier University**

**Waterloo, Ontario**

*Honours Bachelor of Mathematics & Honours Bachelor of Business Administration*

September 2015 – (2020)

- **GPA:** 87.9% (University of Waterloo); 10.81/12 (Wilfrid Laurier University)

## WORK & LEADERSHIP EXPERIENCE

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**Lazaridis School of Business and Economics**

**Waterloo, Ontario**

*Business Case Competition Team Member*

September 2017 - Present

- Placed 1<sup>st</sup> out of 16 universities at the 2018 University of Navarra International Case Competition (Pamplona, Spain).
- Placed 1<sup>st</sup> out of 12 universities at the 2018 Solvers' Cup Case Competition (Budapest, Hungary).
- Train weekly alongside two/three other students in preparation for case competitions. Training involves a combination of 3-, 10-, and 24-hour case practices as well as industry research and analyzing other presentations.

**Laurier Emergency Response Team**

**Waterloo, Ontario**

*General Member & Promotions Executive*

May 2016 - Present

- Responsible for assisting the Wilfrid Laurier University community and providing advanced first-aid care as required.
- Use First Responder Training to quickly analyze and assess medical situations and deliver prompt medical response.
- Work with fellow executives and coordinator to utilize social media to increase public awareness for ERT.

**Sun Life Financial**

**Waterloo, Ontario**

*Project Management Coordinator Co-op*

January – April 2018

- Built Sharepoint system to manage resource allocation information previously stored across 7 Excel spreadsheets.
- Created “how-to” videos, educational presentations, and support documentation for Workplace by Facebook.
- Assisted migrating over 5,000 employees to Microsoft Outlook, building an Excel file to consolidate various pieces of information initially stored across four different locations within the organization.
- Built an Excel tool to identify potentially high-risk data attributes on over 100,000 fields across hundreds of tables.

**Adknown Inc.**

**Guelph, Ontario**

*Data Analyst Co-op*

January – April 2017

- Created and monitored online marketing campaigns while ensuring that they met pre-defined performance metrics.
- Performed market and keyword research on thousands of individual keywords to analyze expected ROI potential.
- Leveraged various internal and third-party analytics systems to increase ROI and general campaign performance.
- Utilized Pivot Tables, VLookups, and VBA in Microsoft Excel to quickly and efficiently analyze available data.

## COURSES, LANGUAGES, ACTIVITIES, & INTERESTS

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**Courses:** Coursera: Learning How to Learn & Work Smarter, Not Harder; Codecademy: Python, PHP, JavaScript, HTML & CSS

**Languages:** Native: English; Elementary: German, Spanish, French; Beginner: Czech, Italian, Hebrew

**Interests:** Elevator optimization, language learning, minimalism, euchre, skiing, legal thriller novels