

MATTHEW J. DONOVAN

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EDUCATION

University of Waterloo & Wilfrid Laurier University

Waterloo, Ontario

Honours Bachelor of Mathematics & Honours Bachelor of Business Administration

September 2015 – (2020)

- **GPA:** 87.0% (University of Waterloo); 10.67/12 (Wilfrid Laurier University)
- **Honours:** 1st Place - University de Navarra International Case Competition (2018), PepsiCo Pitch Competition Semi-Finalist (2016), Kevin Fanjoy Memorial Scholarship, President's Gold Scholarship, Ernst & Young Scholarship, Waterloo Dean's Honour List, Laurier Honour Roll

WORK & LEADERSHIP EXPERIENCE

Laurier Emergency Response Team

Waterloo, Ontario

General Member & Promotions Executive

May 2016 - Present

- Responsible for assisting the Laurier 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.

Wilfrid Laurier University – Lazaridis School of Business and Economics

Waterloo, Ontario

BU111 Teaching Assistant

September 2017 - Present

- Lead two weekly labs (20-30 students each) each term, teaching students key business skills including case analysis, business planning, presentation skills, and financial analysis.
- Worked with teaching staff to develop lesson plans accommodating various personality types and learning styles.

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 within SLF Canada migration to Outlook, building an Excel file to consolidate various pieces of information initially stored across four different locations within the organization.
- Assisted with the identification of potential high-risk 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

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

Activities: EC120 SOS Exam-Aid Instructor, WLU Intramural Inner Tube Water Polo & Ultimate Frisbee, Swimming

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