

# 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:** 87.2% (University of Waterloo); 10.71/12 (Wilfrid Laurier University)
- **Honours:** 2016 PepsiCo Pitch Competition Semi-Finalist, Kevin Fanjoy Memorial Scholarship, President's Gold Scholarship, Ernst & Young Scholarship, Waterloo Dean's Honour List, Laurier Honour Roll

## WORK & LEADERSHIP EXPERIENCE

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**Laurier Emergency Response Team** **Waterloo, Ontario**  
*General Member & Promotions Executive* May 2016 - Present

- Responsible for assisting the Laurier community whenever first aid care is required
- Use First Responder Training to quickly analyze and assess medical situations and deliver prompt medical response
- Patrol the campus and respond to calls for a minimum of one shift per week
- Work with executives and coordinator to utilize social media to increase public awareness for ERT

**Wilfrid Laurier University – Jeux du Commerce Central (JDCC)** **Waterloo, Ontario**  
Case Competition Team Participant (Strategy) September 2017 - Present

- Participate in weekly training in preparation for the JDCC case competition event in January
- Attend weekly seminars focused on building advanced case analysis and presentation skills
- Engage in outside research on industries, companies, and relevant tools to build overall knowledge base

**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) to teach first year students key business skills including case analysis, business planning, presentation skills, and financial analysis
- Communicated with teaching staff and other teaching assistants to develop lesson plans that accommodate many personality types and learning styles

**Adknown Inc.** **Guelph, Ontario**  
*Data Analyst Co-op* January – April 2017

- Create and monitor online marketing campaigns and ensure that they exceed pre-defined performance metrics
- Perform market and keyword research on thousands of individual keywords to analyze expected ROI potential
- Leverage various internal and third-party analytics systems to increase ROI and general campaign performance
- Utilize 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, Czech, French; Beginner: Spanish, 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