

# MADHUR SHARMA

Halifax, NS (Open to Relocate) | +1 (902)-579 9810 | [madhur.sharma@smu.ca](mailto:madhur.sharma@smu.ca) | [LinkedIn](#)

## EDUCATION

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### Saint Mary's University

BSc- Computer Science and Business Administration (Co-op) | Cumulative GPA: 3.9/4.3

Halifax, NS

September 2023- May 2027

## WORK EXPERIENCE

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### JD Irving Limited

Financial Analyst (Shared Services)

Saint John, NB

May 2026-August 2026

- Developed comprehensive Functional Design Documents (FDDs) for enterprise financial reporting solutions, translating complex business requirements into scalable reporting frameworks and enhancing reporting accuracy across multiple business units.
- Designed and delivered financial reporting solutions, including Income Statements, Trial Balances, and Balance Sheets, supporting financial analysis and performance monitoring for multiple companies across the Saint John Group of Companies while ensuring consistency, data integrity, and compliance with accounting standards.
- Spearheaded invoice automation initiatives for the Financial Analytics & Reporting team by streamlining reporting workflows, improving data processing efficiency, reducing manual effort, and enhancing the accuracy and timeliness of financial reporting deliverables.

### Saint Mary's University

Research Analyst - Generative AI and Consumer Behavior

Halifax, NS

January 2025- September 2025

- Built an end-to-end analytics pipeline (**AWS EC2, S3, SQLite**) to monitor 100+ brand campaigns; automated time-series tracking and visualization for TikTok virality research.
- Scraped and analyzed 3M+ YouTube comments using **Python, SQL, and NLP** to identify engagement patterns and link user behavior to video content characteristics.
- Investigated uncanny valley perceptions of humanoid robots using **Agile/Scrum** methods and cloud platforms (AWS, Azure) to deliver research insights.

### Saint Mary's University

Research Analyst - Algorithmic Anatomy and Content Distribution

Halifax, NS

April 2024- July 2024

- Designed Python-based data scraping frameworks for large-scale data extraction and processing; conducted statistical analysis and visualization using Pandas.
- Mentored team members in data analysis and troubleshooting; upheld data integrity through structured cleaning and validation processes.

## PROJECTS AND LEADERSHIP

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### NRC-IRAP - Raspberry Point Oyster Co.

- Collaborated with the marketing team to develop **data-driven packaging and brand segmentation strategies** for multiple product lines.
- Conducted **consumer and market analysis** to identify target segments, optimized **retail positioning**, and supported the creation of **premium packaging designs** aligned with brand identity and market expansion goals.

### NRC-IRAP – Visiontech Consulting Inc.

- Contributed to the development of **brand strategy and digital identity** for a technology-focused enterprise.
- Assisted in defining **market positioning**, refining **visual communication standards**, and supporting **strategic marketing initiatives** aimed at enhancing brand visibility and business development outcomes.

## ADDITIONAL INFORMATION

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**Awards:** Master of Engagement, Irving Entrepreneurship Center, Saint Mary's University (2024)

**Technical:** Python, SQL, IBM Cognos, JD Edwards E1, Data Access Studio (DAS), AWS (EC2, S3), Azure, Pandas, NLP, Power BI, Microsoft 365 (Excel, PowerPoint, Word), Bloomberg

**Soft Skills:** Analytical Thinking, Problem-solving, Stakeholder Communication, Collaboration, Adaptability, Technical Documentation