

# MADHUR SHARMA

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## PROFESSIONAL SUMMARY

Finance and Business Administration co-op student with experience spanning **equity research, financial analysis, data analytics, and enterprise reporting**. Experienced in evaluating company performance, market trends, valuation, and investment risk, alongside developing automated reporting solutions across **JD Edwards E1, IBM Cognos, and Power BI**. Combines financial analysis with technical and process-improvement skills to translate complex data into actionable insights.

## EDUCATION

**Saint Mary's University** — Halifax, NS

Sep 2023 – May 2027

B.Sc., Computer Science and Business Administration (Co-op) | Cumulative GPA: 3.9/4.3

**Relevant Coursework:** Financial Accounting, Managerial Accounting, Finance II, Economics, Statistics, Quant

## WORK EXPERIENCE

**IMPACT Investment Fund**

Halifax, NS

Equity Research Associate

September 2026- Present

- Conduct equity research on **technology-sector companies**, analyzing financial statements, operating metrics, valuation multiples, industry trends, and systematic risk to develop investment theses and support **portfolio and due-diligence decisions**.
- Develop **investment pitches and research presentations** for technology companies, translating financial and industry analysis into actionable investment theses for review by the fund's investment team.

**Arthur L. Irving Entrepreneurship Centre**

Halifax, NS

Student Assistant

September 2026- Present

- Develop and automate Microsoft Forms and Power Automate workflows to streamline participant registration, session check-ins, and program administration across entrepreneurship programs.
- Build data dashboards and reporting tools to track program engagement, registrations, and attendance, enabling the Entrepreneurship Centre to analyze participation and improve program delivery.

**J.D. Irving, Limited**

Saint John, NB

Financial Analyst, Shared Services

May 2026 – Aug 2026

- Developed 400+ Functional Design Documents (FDDs) translating business requirements into enterprise financial reporting frameworks, improving reporting accuracy and consistency across all business units.
- Prepared and delivered Income Statements, Trial Balances, and Balance Sheets for multiple companies across the Saint John Group, ensuring data integrity and compliance with ASPE (Accounting Standards for Private Enterprises) to support financial analysis and performance monitoring.
- Saved 480 hours of manual work** by designing and deploying custom automated workflows, resulting in organization-wide adoption and improved cross-departmental efficiency.

**Saint Mary's University**

Halifax, NS

Research Analyst, Generative AI & Consumer Behavior

Jan 2025 – Sep 2025

- Built and maintained a cloud-based analytics pipeline tracking 100+ brand campaigns, delivering automated performance reporting used to evaluate content virality and consumer engagement trends.
- Analyzed 3M+ consumer comments to identify engagement patterns and behavioral drivers, translating findings into insights linking content characteristics to audience response for marketing-relevant reporting.
- Delivered consumer-perception research within structured Agile/Scrum sprints as part of a cross-functional research team spanning cloud platforms and analytics tooling.

**Saint Mary's University**

Halifax, NS

Research Analyst, Algorithmic Anatomy & Content Distribution

Apr 2024 – Jul 2024

- Conducted statistical analysis and data visualization supporting large-scale research on content-distribution patterns; mentored team members on analytical methods and enforced data integrity through structured validation processes.
- Did web scraping for different trends on tiktok and other social media platforms and made sure to follow all the ethical guidelines while fulfilling the project needs.

## LEADERSHIP & ADDITIONAL PROJECTS

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

- Collaborated with the marketing team on data-driven packaging and brand segmentation strategies; conducted consumer and market analysis to identify target segments, optimize retail positioning, and support premium packaging design aligned with market-expansion goals.

### **NRC-IRAP** — Visiontech Consulting Inc.

- Contributed to brand strategy and digital identity development for a technology-focused enterprise, helping define market positioning and refine visual communication standards to support business development outcomes.
- Irving Entrepreneurship Centre (2024)

## CERTIFICATIONS

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- Training the Street
- Bloomberg Market Concepts
- Lean Six Sigma White Belt
- IBM Agile and Scrum Methodology

## SKILLS AND AWARDS

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- **Financial & Accounting:** Financial Reporting, Income Statement / Trial Balance / Balance Sheet Preparation, Data Integrity & Compliance, Variance Analysis, ASPE (Accounting Standards for Private Enterprises).
- **ERP & Reporting Systems:** JD Edwards E1, IBM Cognos, Data Access Studio (DAS), Bloomberg, Power BI.
- **Data & Analytics Tools:** Advanced Excel, SQL, Python (data analysis), Pandas, Microsoft 365 (Excel, PowerPoint, Word).
- **Process & Project Management:** Agile & Scrum Methodology (Certified), Lean Six Sigma White Belt, Stakeholder Communication, Technical Documentation.
- **Awards:** Master of Engagement Irving Entrepreneurship Centre-2024, SMU Renewable Entrance Scholarship 2023-2027. Dean's List 2026.