

MADHUR SHARMA

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PROFESSIONAL SUMMARY

Finance and Business Administration co-op student pursuing a CPA designation, with hands-on experience preparing financial statements, automating enterprise reporting workflows, and delivering data-driven market analysis. Comfortable working across ERP and BI systems (JD Edwards E1, IBM Cognos, Power BI) with a process-improvement mindset backed by Lean Six Sigma and Agile/Scrum training.

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

WORK EXPERIENCE

IMPACT Investment Fund

Halifax, NS

Equity Research Associate

September 2026- Present

- Conduct equity research on technology companies, analyzing financial statements, operating metrics, valuation multiples, and industry trends to support investment research and due diligence.
- Build and maintain financial models and investment analyses to evaluate company performance, growth prospects, and key investment risks within the technology sector.

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

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.

SKILLS & CERTIFICATIONS

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

Certifications & Awards: Agile and Scrum Methodology Certificate | Lean Six Sigma White Belt | Master of Engagement, Irving Entrepreneurship Centre (2024)