

# CAMERON McNAMARA

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## EDUCATION

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### University of San Diego

**Double Major:** BA Computer Science (Data Science & A.I), BBA Business Analytics

**Semester Study Abroad:** Fall 2024 Universidad Pontificia Comillas - Madrid, Spain

**Awards:** Presidential Merit Scholarship; Dean's List (All semesters)

**Coursework:** Predictive Analytics, Data Visualization + Mgmt, Data Structures, Computer Systems, OOP, Modeling

**San Diego, CA**

GPA: 3.98/4.00

Expected May 2026

## PROFESSIONAL EXPERIENCE

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### Cisco Systems

**San Jose, CA**

*Data Analyst Intern*

*May 2025 - August 2025*

- Collaborated with the central forecasting team to design and implement an automated market data pipeline using TypeScript and automation tools, replaced manual workflows and reducing processing & analysis time by ~90%
- Led a data-driven logistics analysis using machine learning, causal inference, and predictive modeling to identify service delay drivers; achieved 82% ensemble model accuracy and delivered actionable business insights.
- Developed and presented Python/Tableau dashboards for TAM, market share, and macroeconomic trends; partnered with technical and non-technical stakeholders to improve forecasting accuracy and strategic decisions

### AMD

**Santa Clara, CA**

*Integrated Planning & Strategy Analytics Intern*

*June 2024 - August 2024*

- Monitored the Ryzen AI 8040 CPU Series launch through various lifecycle stages, leveraging sales forecasts, OEM consumption, POS data, and inventory analytics, to create actionable insights and drive overall strategy
- Conducted market analysis, including TAM and SAM, and performed marketing analytics such as Share of Voice (SOV) and Share of Shelf (SOS) to evaluate awareness, consumer preference, and market positioning
- Performed detailed competitive analysis by benchmarking the Ryzen 8040 Series launch against key competitors, leveraging extensive data sets to uncover global market trends and refine strategic decision-making processes

### University of San Diego Men's Baseball

**San Diego, CA**

*Analytics Manager*

*February 2023 - January 2025*

- Collect, compile, and analyze personal and team statistics for the University of San Diego D1 Baseball Team
- Created R based web app with ShinyApp to analyze, compile and display pitching data from multiple game files
- Use various softwares such as Batts, Synergy, TruMedia, Excel, Trackman, and Rapsodo during over 40 games
- Work closely with team to discuss personal performance, and scout upcoming opponents using data

## PROJECTS

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### InsightOS – Machine Learning & Causal Analysis Platform

*August 2025*

- Developed InsightOS, a multipage FastAPI web app that automates dataset exploration with executive summaries, SHAP feature importance, causal inference, and ML models to support faster, data-driven decisions

### Financial Sentiment Analysis Model – Deep Learning (PyTorch)

*June 2025*

- Designed and fine-tuned a ULMFiT-based language model in PyTorch to classify sentiment of financial news headlines and earnings call transcripts, enabling automated sentiment scoring to support stock risk analysis

### Unix Shell and Memory Simulator - C

*March 2025*

- Built a Unix shell and multi-stage memory simulator in C, implementing process control, command parsing, heap allocation, DRAM timing, and LRU-based cache; analyzed flow and performance across configurations

### Consult For America Case Competition - Capital One

*April 2024*

- Conducted finance analysis using Bloomberg terminal, identifying AI opportunities and pitfalls for Capital One

## LEADERSHIP AND EXTRACURRICULAR

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### Delta Sigma Pi Professional Business Fraternity - Lambda Pi Chapter

**San Diego, CA**

*Vice President of Chapter Operations*

*August 2025 - Present*

- Built React web app to streamline chapter operations, built with JSX modular UI components and state handling

*Vice President of Scholarships and Awards*

*December 2023 - May 2024*

- Led award application process, coordinated recognition programs, and promoted academic achievement

**Additional Involvement:** Data Analytics Club, Mariachi Program Co-founder & Instructor, ACM, Student International Business Council, USD Club Golf Team,, JV & Varsity Tennis Captain, Boys Team Charity, FHS Engineering Academy

## ADDITIONAL INFORMATION

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**Skills:** Microsoft Office, Python, Java, R, TypeScript, SQL, C++, Tableau, PowerBI, Machine Learning, Automation

**Interests:** Boston Red Sox & Celtics, Golf, Drones, Sabermetrics, 3D printing, Skiing, Maps, Weightlifting, Formula 1