

# Cameron Hare

## Data Analytics and Insights Professional

✉ Email

in LinkedIn

☎ 647-914-7985

📍 Guelph, ON

### 🔧 What I'm Good At

#### Hard Skills

Data analytics  
Data visualization  
Database & programming languages  
Data tracking & telemetry design  
Research methods

#### Soft Skills

Empathy  
Building connections  
Self-awareness  
Stakeholder relations  
People management & team leadership  
Sense of humour

#### Tech Stack

Databricks	★★★★
SQL	★★★★★
Python/PySpark	★★★★★
Git	★★★★
Tableau	★★★★★
PowerBI	★★★★★
Microsoft Excel	★★★★★

Hi! I am a data and insights professional with 12+ years of job experience, ranging from the public sector to fast food to video games. My strengths are in transforming raw numbers into actionable insights to help facilitate data-driven decision making. I have recently transitioned from a people leadership role into a direct contributor role where my passion and expertise lie, but I've gained valuable skills and perspective in management that I think can benefit your team. I'm excited to take on a new challenge with you!



### Work Experience

✓ Tasks    ⌚ Results



#### Ubisoft Toronto

7+ Years



##### Senior Game Data Analyst

Aug 2025 - Present

- ✓ Manage and support the data and analytics pipeline for multiple in-development and live game titles
- ✓ Full-stack development of business and game production needs, from data engineering to data visualization and analyses
- ✓ Support junior analysts with mentoring and coaching
- ⌚ Built a staffing dashboard connecting headcount data with Windows security data to ensure new hires had access to the right materials in a timely manner
- ⌚ Worked with the game engine team to deliver automated reports on build file counts and sizes to diagnose and improve potential issues with the process
- ⌚ Collaborated with in-development game teams to deliver dashboards and analyses on extensive topics to help understand player behaviour and balance gameplay



##### Game Analytics & User Research Team Lead

Oct 2021 - Aug 2025

- ✓ Led a team of data analysts, BI developers, data scientists, and user researchers to perform analyses and research studies on in-development and released game titles
- ✓ Collaborated with production teams to establish deliverables and roadmaps
- ✓ Conduct 1:1 meetings and annual performance reviews with team members
- ✓ Explored additional opportunities in the studio for other analytics and research collaboration and support (QC, audio, marketing, etc.)
- ⌚ Successfully executed the data pipeline and analytics post-launch roadmap for Far Cry 6
- ⌚ Lobbied for and created the first Data Scientist position at the Toronto studio
- ⌚ Met with studio leadership to embed analytics on production teams, ensuring early adoption of analytics in the game cycle
- ⌚ Recruited, moderated, executed, and analyzed data for 50+ studies across 10+ game productions




##### Game Intelligence Analyst


Jul 2018 - Oct 2021


- ✓ Collaborated with feature designers to understand what data and information they needed to make decisions about their implementations
- ✓ Designed and implemented gameplay tracking & telemetry to capture essential gameplay behaviour from players
- ✓ Built and validated the data pipeline to ensure data accuracy
- ✓ Performed complex data queries to aggregate relevant gameplay data
- ✓ Constructed custom dashboards and visualizations to present to stakeholders
- ⌚ Built 20+ Tableau dashboards across 3 game projects utilizing both pre- and post-launch data to facilitate decision making
- ⌚ Helped develop the pre- and post-launch data pipeline for multiple game projects using SQL, Python, and Airflow
- ⌚ Supported the User Research team during playtests with ad hoc data analyses to support findings and reports


# Cameron Hare

Data Analytics  
and Insights  
Professional

 [Email](#)

 [LinkedIn](#)

 647-914-7985

 Guelph, ON

## Education

**Masters | Spatial Analysis**  
*Ryerson University*

**Bachelor of Arts |  
Geographic Analysis  
(Honours)**  
*Ryerson University*

## Languages

English (Native) ★★★★★  
French (Student) ★★

## When Work Ends

Avid runner  
Sports enthusiast  
Video game player  
Dog lover



## Work Experience (cont.)

✓ Tasks ◎ Results



### McDonald's Canada

2+ Years

#### Spatial Research Consultant

*Apr 2016 – Jul 2018*

- ✓ Worked with the retail team to create sales forecasts for potential new restaurant locations using demographics, drive times, comparable restaurants, and more
- ✓ Collected and analyzed sales data for various core and promotional menu items and restaurant initiatives
- ✓ Used Alteryx to automate previously manual workflows, resulting in significant data processing time saved
- ◎ Helped to assess the feasibility of 10+ new restaurant locations
- ◎ Built a tool to help restaurants create and track progress against targets for the McCafé brand
- ◎ Automated a pivotal tool to help restaurant owners understand their sales performance against the rest of the market for the annual owner's conference



### Conservation Ontario

2+ Years

#### GIS Web Development Specialist

*Sep 2013 – Apr 2016*

- ✓ Worked on the Ontario Partner Environmental Network (OPEN) Portal, a web-based GIS with various environmental datasets made available to conservation authorities, municipalities, and public health units
- ✓ Developed and maintained the product, implementing software/version updates, managing user access, and adding new datasets where available
- ✓ Acted as an ambassador for the product to grow the user base and validate the viability of the project
- ◎ Secured funding for the project three separate times, including a long-term contract just before my departure
- ◎ Travelled to 40+ conservation authorities, municipalities, and public health units to promote and present the OPEN Portal, and grew the user base by 400%
- ◎ Created a script and interface in Python to automatically pull data on the usage of the website, allowing for easy analysis of traffic and dataset popularity

References available upon request