Cameron B. MacArthur

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PROFILE

Detail-oriented creative who loves working in groups. Excellent communication and technical skills, with a passion for the process of turning a creative idea into a product.

EDUCATION

NORTHWESTERN UNIVERSITY - Evanston, Illinois   **September 2012 to June 2016**

BS in Computer Science and BS in Communications Studies. Concentration in Interfaces.

GPA: 3.7   **Dean's List - 2013, 2015**

WORK EXPERIENCE

IBM – Cambridge, MA   **March 2017 to Present**

Cognitive Software Engineer (minoring in Technical Product Management)

- **Squad Lead for Myca Can Speak Project:** Manage team of 7 people, working with text-to-speech and speech-to-text to bring ears and a voice to a Watson-backed cognitive bot that provides career advice to employees.
- Work as a Technical PM on the Growth Team to guide and assist offerings through the analytics process I helped create.
- Restructured campaign routing system backend to allow for new marketing campaign codes. Value-add of $7 million to IBM
- Wrote code to replace a software we had been paying for, saving the team $15K per month. Software handles over 100 Million analytics events per week, flagging some, transforming some, and using some to trigger tags for users.
- Built software application that validates the analytics events for all software offerings in IBM. The software automatically indicates to offerings what properties need to be changed for the events to become valid.
- Received Manager's Choice Award — 06/20/2017

TIDAL Labs, Northwestern University – Evanston, IL   **September 2015 to September 2016**

Product Designer and Software Engineer

- Designed, built, and programmed an interactive board using magnetic sensors and C code to bridge the gap between the digital and physical in a board game called Invasion of the Energy Monsters.
- Published, and demoed work in late August, winning 1st prize at the GLS 2016 Conference.
- Worked with a team to build a Computer Vision system called Pianimals to teach children music

Adobe – New York, NY   **June 2015 to September 2015**

Digital Marketing Intern (Adobe Marketing Cloud)

- Managed outreach, copywriting, vendor management and lead gen for several large tradeshow events for multiple vertical segments.
- Researched venue options, logistics and event details for Account Based Marketing Programs across three verticals.
- Traveled to multiple large corporate events to manage them. Helped to source and accelerate millions of dollars in pipeline.

BabyNinja, LLC – Evanston, IL   **January 2015 to June 2015**

Co-founder

- Incorporated startup. Created an Apple Watch integrated iOS app for new parents to track the activity of their babies.

RDIS, LLC – West Windsor, NJ   **June 2010 to September 2013**

Software Engineering Intern and Assistant

- Firm is a consultant to DARPA, the research and development arm of the Department of Defense
- Supervised team of six coworkers in executing a wide area motion tracking and ground truth crowd-sourcing test.
- Conducted testing at secured sites in Washington D.C. and Boston to develop and refine hyper-spectral imaging sensors.
- Helped to improve, and port output to user interface, a 3D model-building software for cities and towns.

SKILLS/INTERESTS

- Currently using Python, Javascript, SQL, HTML and CSS, previous experience with C, C++, Java, and experimentation with many more.
- Connected Home enthusiast, networked entire home
- Proficient in Spanish
- Eco-Chair at NU, won campus sustainability award.
- Life-long musician. Sang at the Academy Awards with Beyoncé, for presidents, at Carnegie Hall three times, for Sir Paul McCartney, and recorded a CD. Write and arrange music.