Anna Matveeva

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EDUCATION

Baruch College | Zicklin School of Business New York, NY
Major: Bachelor of Business Administration, Computer Information Systems, Data Analytics Graduated: May 2021
Touro College | New York School of Career New York, NY
Major: Associates of Arts, Digital Multimedia Design Graduated: May 2016
Relevant Coursework: Bloomberg Market Concepts, Business Statistics, Data Visualization, Data Warehousing for Analytics, ETL, Fundamentals of Business Law, Macro and Microeconomics, Managerial Accounting, Marketing Analytics, Principals of Finance, TestPro (Quality Assurance Engineering), Udemy (Foundational knowledge of hardware and networking, C++ Programming), Web and Graphic Design

TECHNICAL SKILLS

Languages & Technologies: Python, R, C++, SQL, HTML, CSS **Design & IDE Tools:** Jupiter Notebook, CodeLite, Eclipse
Design & Office Tools: Microsoft Office Suit, Adobe creative Suite, Tableau **Databases**: BigQuery, MS Access

ACADEMIC PROJECTS

Data Mining and Business Analytics | Baruch College New York, NY
Language - R July 2020 – August 2020
- Handled a large data set of a 20-year stock price for Halliburton Company by extracting historical data from Yahoo Finance, calculating the daily range, daily return and implementing modeling techniques such as Classification and Regression Trees, K-nearest Neighbors, Logistic Regression, Naïve Bayes Classification in R
- Analyzed and conducted a report comparing applied methodologies explaining which modeling techniques of data mining and business analytics were efficient and allowed the least amount of error rate which created an understanding of the strengths and limitations of each technique

Database Management System | Baruch College New York, NY
DB - MS Access February 2020 – May 2020
- Designed a database for a Plant Shop to properly track company's business needs, by utilizing various models and query language
- Collected user information such as employee records, transactional and shipment records, inventory, salary details, customer information, and developed Entity Relational Diagram
- Transformed Entity Relationship model to a Relational Model and applied normalization to examine relations for anomalies
- Converted the physical model into an SQL Server Database and built fully functioning database application that helped the business indicate what products have the highest order volume and ensuring inventory shipments efficiency, meeting customer demand

Web Scraping and Data Analytics | Baruch College New York, NY
Language - Python February 2020 – May 2020
- Performed web scraping and data analytics for CUNY Athletic Conference by extracting athlete's information from 12 webpages, compiled and merged the data into a single dataframe, storing information into a table
- Inspected and located web elements utilizing Chrome DevTools
- Utilized the BeautifulSoup Python Library to extract desired data from a given URL and applied numerical libraries such as NumPy and Pandas

EXPERIENCE

Mercedes-Benz Manhattan New York, NY
Brand Ambassador October 2017 – November 2018
- Generated 20+ accounts weekly by implementing effective networking and content marketing strategies
- Collected customer personal data and designed surveys on current and potential clients and consolidated information into reports
- Coordinated and managed schedules, calendars, and appointments for senior management
- Assisted sales team, managed deliveries, and answered customer inquiries and complaints which increased CSI by 15%

Invisa Logistic Services New York, NY
Visa and Passport Specialist April 2017 – October 2017
- Conducted and maintained data entry of legal documents and confidential information while processing 25 visas daily which resulted in entering over 1000 records per day
- Coordinated with Russian Consulate in New York to resolve issues with applicants
- Performed due diligence by interviewing 40+ applicants daily and analyzed all information provided by the client to ensure accuracy
- Provided high-level customer service through a 7-month period and improved customer satisfaction which increased profits by 20%

VOLUNTEER

Mercedes-Benz Fashion Week New York, NY
Brand Ambassador February 2018- February 2018
- Managed 7+ vendors and a team of 8 from sales team, as well as assisting with marketing by representing Mercedes-Benz dealership and captured photographs at the event to promote the company's social media platform
- Collaborated with fashion design team by greeting and directing guests around the property while maintaining keen quality of customer service

Other Affiliations: Women Improving Next Generation's Society

OTHER SKILLS & INTERESTS

Interests: Art, Drawing, Fashion, Fitness, Graphic and Multimedia Design, Mindfulness, Music (Guitar, Piano), Traveling, Photography
Language: English, Russian