**Berber Bakermans**

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**EDUCATION**

**Syracuse University,** School of Information Studies May 2025

Master of Science in Applied Data Science

GPA currently 3.9. Graduating May 2025

**University of Delaware**, Alfred Lerner College of Business and Economics Dec 2023

Bachelor of Science in Marketing*,*

GPA 3.7

**TECHNICAL SKILLS**

**Programming Languages:** SQL, Python, R

**Software:** Microsoft Office Suite (Excel, Word, PowerPoint)

**Social Media:** Instagram, TikTok, Snapchat, Facebook, X

**Tools**: Excel (lookup, correlation, regression, forecasting, 3D maps, Power View, Solver optimization),

Access (table, relationships, queries)

**Techniques**: correlation, linear & non-linear regression

**PROFESSIONAL EXPERIENCE**

**Marketing & Data Analytics Intern,** Catalyst Leadership Dynamics Jan 2025 - Present

Develop and execute a marketing campaign for the company’s rebrand.

Analyze campaign performance data to assess effectiveness and optimize marketing strategies.

Provide data-driven insights and recommendations to enhance engagement and brand awareness.

**PROJECTS**

**Energy Consumption Forecasting Project,** IST.687 Jan 2024 – Jun 2024

* Analyzed energy consumption patterns using house, energy usage, and weather data to predict peak demand for ESC.
* Identified key drivers of energy usage and developed predictive models using linear regression and SVM.
* Provided actionable recommendations to reduce energy usage during peak periods and improve grid reliability.

**LEADERSHIP EXPERIENCE**

**Executive Board Member**, SAAC

Led the planning and execution of comprehensive programming initiatives for the University of Delaware Student-Athlete Advisory Committee.

Focused on enhancing the student-athlete experience and promoting their welfare.

Developed and managed budgets for programming initiatives.

Demonstrated strong communication and public speaking skills.

**College athletic experience,** University of Delaware and Syracuse University Field Hockey Aug 2020 – May 2025

Strong leadership and teamwork abilities developed through collegiate athletics.

Multiple-time team captain, demonstrating leadership and the ability to inspire and guide teammates.

Excellent time management and organizational skills.

Effective communication skills honed through teamwork and academic presentations.

Proven ability to perform under pressure and adapt to changing environments.