

ASHANAH GAYDEN

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SKILLS

Technical: Matlab, Java, HTML, Python, SQL, Django, Jupyter, Canva, Seaborn, Altair, Scikit Learn, Pandas, Excel, SolidWorks, AutoCAD < 2019, ArcGIS, Qualtrics, Github, Figma, Microsoft,

Business: Salesforce, Wireframing, Web Development, Data Analytics, Data Visualization, Planning, Communication, Adaptable, Customer Service, Research, Problem-Solving, Operations, Scheduling,

WORK EXPERIENCE

Program Assistant | UChicago Summer Sessions | Chicago, IL | 2022 – 2023

- Led a summer session with a team of 50 Ras and external partners ensuring the successful execution of program activities, daily operations, and initiatives for over 2000 students.
- Collaborated closely with the Program Director to prioritize tasks, develop strategies for program enhancement, and manage program logistics, including scheduling, resource allocation, and budget monitoring, ensuring efficient and effective use of available resources.
- Coordinated and facilitated training sessions, meetings, and events for staff.
- Collected and analyzed program-related data, identifying areas for improvement, and implementing data-driven solutions to enhance the overall program experience.

Data Science Student Worker | UChicago Data Science Institute | Chicago, IL | 2022 – 2023

- Conducted competitor & program research to identify trends and market to target audiences.
- Produced comprehensive user manuals for all technical products in the DSI buildings.
- Managed inventory and building operations by developing employee specifications, optimizing resource allocation, and improving operational efficiency.

Product Management & Marketing Intern | Jeff Metcalf | B2C Start-Ups | Remote, USA | 2022

- Improved workflow and productivity in sales through effective utilization of Salesforce.
- Conducted market research, gathered customer feedback, created wireframes, and analyzed user behavior to define product requirements, prioritize feature development, and market the launch of Fillow, a menstrual product start-up, resulting in a 56% increase in followers.
- Collaborated closely with cross-functional teams, including administration, operations, engineering, design, and marketing, to ensure alignment on product vision and successful delivery within project timelines.
- Performed SWOT analysis, researched competitor companies, and monitored market trends to incorporate and develop effective strategies to design and relaunch campaigns on social media.

Non-Profit Intern | Geneva Lake Astrophysics & STEAM | Walworth, WI | 2021

- Spearheaded an intensive research effort, edited, and managed the release of a historical book.
- Leveraged AutoCAD and InDesign to improve marketing setup and community outreach.

Amenities Manager | Olde Salem Township | Conyers, GA | 2018 – 2022

- Managed events held in the community, safety protocols, consumer relations, and employees.
- Created surveys for residents to reserve the pool/tennis court and shift schedules for employees.

EDUCATION

Arizona State University | Class '24 | B.A. Anthropology | B.A. C.S. | B.S. Data Science

University of Chicago | 2020-2023 | B.A. Anthropology | B.A. Archaeology | B.S. Data Science

Honors: PSD Advanced Scholar for M.S. in Data Analytics, Engineering Honor Society, Trott Business Scholar, IOP Policy Challenge Finalist, Boehringer Ingelheim Biotechnology Award, Goddard Env. Leadership Award, EPA Environmental Youth Award

International Experience: Tel Aviv, Israel | Paris, France | Lyon, France | Kobe, Japan