BOB SODIKKHUJAEV

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SUMMARY & SKILLS

Higher Education Professional with over 6 years of experience seeking to leverage new data science skills gained through an intensive fellowship program. Skills encompass a full machine learning pipeline including data cleaning, analysis, modeling, evaluation, and communication of data-driven insights.

Tech: Python, SQL, GitHub, VS Code, Jupyter Notebook, Tableau, Excel, Google Sheets.
Languages: Russian (Native), Uzbek (Native)

PROJECTS

Student Performance Analysis - The Knowledge House [GitHub.com/Bob]   December 2023
- *Description:* Performed exploratory data analysis and statistical modeling on a dataset of high school students' grades and various social factors. Investigated the relationship between romanticship status and final exam performance in Math and Portuguese classes via data visualizations and one-way ANOVA. Developed linear regression models using 4 predictive variables to effectively predict final grades (R-squared ~0.92).
- **Tools:** *Python (Pandas, matplotlib, seaborn) Statistics, Jupyter Notebook.*

EDUCATION

THE KNOWLEDGE HOUSE, Bronx, NY   Jul 2021 – Jun 2022
Innovation Fellowship - Data Science
- Enhanced data science skills in Python programming, statistical analysis, data visualization, and handling large datasets through 400+ hours of project-based curriculum.
- Developed proficiency with tools like SQL, Tableau, NumPy, pandas, scikit-learn, and methods including regression, clustering, ANOVA, and time-series analyses to drive insights.
- Contributed to the agile deployment of data science capstone MVP utilizing user research, project management tools like Trello/Jira, and presentations via Slack and Google Suite.

COOP Careers Apprenticeship, New York, NY   Feb 2023 – June 2023
Digital Marketing Apprentice (c275)
- Devoted 200+ hours to expand digital marketing skills such as SEO, SEM, and paid search.
- Utilized Excel skills such as pivot tables and VLOOKUP to create performance reports for clients.
- Collaborated with industry professionals to create and execute digital strategies for client projects.
- Led media planning team for a client project, established a digital marketing presence, and increased visibility.

HUNTER COLLEGE, New York, NY   Aug 2020 – May 2022
Bachelor of Arts in Psychology   **GPA: 3.7**
Major: Cognitive Psychology | **Minor:** Art History and Sociology | **Certification:** Business

Borough of Manhattan Community College, New York, NY   Aug 2018 – May 2020
Associate of Arts in Psychology   **GPA: 3.8**
Honors: Dean's List, Out in Two Scholarship recipient, Member of PTK Honors Society

Awards: Club Leader of The Year Award 2019 | Founder and President of 1GenClub
EXPERIENCE

CUNY - Guttman CC and City Tech, New York City NY   June 2023 - Present
Academic Advisor for Pre-College programs like Math START and College NOW
- Designed and facilitated weekly seminar classes focusing on essential college success skills, including access to campus resources, managing academic anxiety, and developing self-advocacy and leadership abilities.
- Provided personalized mentorship during one-on-one advising sessions to enhance students' time management, note-taking, and other core competencies crucial for academic achievement.
- Empowered students on their academic journeys by resolving issues related to financial aid, admissions, registrar, bursar, and other campus offices through proactive troubleshooting and resource connection.
- Conducted in-depth research into students' interests, concerns, and aspirations, tailoring advice and mentorship to align with their unique academic and professional trajectories.

Kepler Academy, New York, NY   September 2023 - October 2023
Digital Marketing Extern
- Managed Patrick Kids Foundation's marketing campaign operations and analytics - including paid search advertising campaign design, implementation, tracking, reporting, analysis, and optimization.
- Analyzed Google Search campaign data to identify trends and opportunities for optimizing performance.
- Reviewed company sites and advised on search strategies including keyword planning.
- Build and maintain very strong client relationships by delivering performance updates to the client and addressing any concerns

Startup - Schmooze Dating App, New York City, NY   August 2021 - January 2022
Founding Member of the Marketing Team | Marketing Associate
- Executed impactful in-person and social media marketing campaigns, driving a notable 15% increase in app signups and significantly raising brand awareness.
- Managed and mentored a team of 10 marketing associates and designers, leading to the successful planning and launching of new go-to-market strategies in colleges across NYC.
- Collaborated with content creators and designers to develop innovative concepts for promotional materials and original content, resulting in heightened social media engagement and email campaign click-through rates.
- Leveraged key partnerships with social media influencers on Twitch and TikTok, driving exponential growth in the app's user base through effective user acquisition strategies.

LEADERSHIP & ACTIVITIES

- **Mentee, *The City Tutors*** (2023): Participated in career development and leadership training program for NYC recent graduate students.
- **Tax Preparer|Volunteer, *Food Bank for New York City*** (2019)