

# MARTHA YVONNE EICHLERSMITH

## SUMMARY

A motivated, problem-solving data analyst, skilled in furnishing insights, analytics and business intelligence to empower organizations to make agile, data-driven improvements.

## SKILLS

Quantitative methods

Data visualization and modeling

Statistical analysis

Data management

Business intelligence

Reporting for a variety of audiences

Power user of:

- R
- Excel (VBA)

Experience in:

- SAS
- SQL
- HTML
- Python
- QGIS
- Tableau

## EDUCATION

**Northwestern University,  
M.S. in Statistics, 2020**

**Gustavus Adolphus  
College, B.A. 2015**

Summa Cum Laude

Major: Mathematics

Minor: Economics

- Academic Assistantship, Department of Math and Computer Science
- Co-Captain, Gustavus Women's Rugby Team
- Gustavus Women in Leadership Member

## INTERESTS

Hockey, knitting, tea, and environmental studies

## EXPERIENCE

### Junior Research Programmer

**August 2020 – Present**

*Social Policy Research and Associates, Oakland, CA*

- Develop and manage datasets with documentation
- Creating analytic files per project team requests
- Developing reproducible programs for data management tasks
- Helping prepare portions of reports and proposals, including both writing and data displays
- Production of tables or preparation of material to support analyses

### Graduate Student in Statistics

**September 2018 – July 2020**

*Northwestern University, Evanston, IL*

Relevant Coursework: Sampling Theory and Applications, Regression Analysis, Design and Analysis of Experiments, Qualitative Data Analysis, Applied Bayesian Inference, Data Visualization

#### • Internal Communications Chair

*Women in Statistics (WIST)*

- Managed communications to WIST members and market events
- Scheduled meetings, wrote questions, and led discussions for book club
- Build WIST website using the open-source Academic Hugo theme
- Day-of event administration for the Women in Data Science Chicago conference

#### • Teaching Assistant

*Department of Statistics*

- Lead discussion groups and clarified requirements for assignments
- Collaborated with professors, held office hours and graded assignments

#### • Assistant Chair

*Hobart House (Women's Residential College)*

- Assisted Chair with programming and community building by building relationships with faculty fellows, implementing programs and events, and facilitating spending and reimbursements, overseeing spending of the budget
- Advised Hobart's Executive Board and student members, preparing monthly program reports

### Public Finance Investment Banking Analyst

**June 2015 – June 2018**

*Piper Jaffray & Co., Minneapolis, MN*

- Analyzed capital structures, debt capacity and credit profiles of clients
- Created presentations for clients to present to investors
- Led the structuring of the transaction and created exhibits to be included in bond documents
- Reviewed and commented on bond documents to properly reflect the transaction
- Prepared closing memos detailing flow of funds and instructions to necessary parties
- Interacted with financing team members to accomplish tasks necessary to close the transaction

### CBL Assessment Project Analyst

**September 2014 – May 2015**

*Gustavus Adolphus College, Office of Community-Based Learning, St. Peter, MN*

- Collected and organized Likert Scale survey results utilizing SurveyMonkey and Excel and created a long-term data set that is accessible to, and can be built upon by, future CBL staff
- Analyzed online assessment data using R and created additional assessment tools that did not utilize Likert Scale and compared results
- Presented results of online assessment data analysis project to community engagement participants and faculty in April 2015 and facilitated dialogue regarding findings and future improvements