Mustafa Alsaegh

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SKILLS

Languages: *Proficient*: Python, R, SQL | *Familiar*: Shell, JavaScript, HTML
Tools: Azure, Git, Tableau, Power BI, Google Analytics
Interest: Cloud Management, Digital Marketing, Data Visualization
Certification: Google Ads Video Certification, Google Ads - Measurement Certification

EDUCATION

Indiana University Bloomington | Luddy School of Informatics & Engineering   Aug 2021-Dec 2023
Master of Science in Data Science   Bloomington, IN
- GPA: 3.90
- Courses: Database Technologies, Software Engineering, Applied Algorithms, Artificial Intelligence
- Graduate Teaching Assistant: CSCI-B551 - Elements of Artificial Intelligence under prof. Zoran Tiganj.

Indiana University East | Business & Economics School   Jan 2018 -May 2020
Bachelor of Science in Business Administration and Marketing   Richmond, IN
- GPA: 3.64
- Honors: Dean's list, NHS member
- Courses: Digital Marketing, Finance, Accounting, Economics, Business Managements
- Completed a marketing campaign for a local startup, resulting in a 20% increase in sales

EXPERIENCE

Data Analyst - Graduate Assistant   May 2022 – Present
Indiana University | O'Neill School of Public & Environmental Affairs   Bloomington, IN
- Created dashboards using Tableau to visualize and present findings to project manager
- Utilized R to manipulate and visualize unstructured data from Indian and US experts' elicitation of climate solutions and pathways
- Assisted team in utilizing python to implement unsupervised machine learning techniques for time series anomaly detection on 1TB of unstructured data, which reduced total process time by 20%.

Data Analyst - Research Assistant   May 2022 – Aug 2022
Indiana University- (FADS program)   Bloomington, IN
- Extracted permit data from state-level websites to measure excess emissions from industrial facilities using python.
- Designed and implemented methods to extract and geocode permit addresses for all industrial facilities.
- Used various web crawling tools to optimize data extraction and imported all data to CSV for analyzing.
- Assisted undergraduate team members to optimize data scraping algorithms resulting in 90% data extraction.

Digital Marketing Intern   May 2021 – Aug 2021
Brulin (chemical manufacturer)   Indianapolis, IN
- Assisted in conducting keyword research and optimizing website content for search engine optimization
- Executed projects both independently and within a team, presenting deliverables and market research findings in firm-wide meetings directly to the CEO and implemented findings into strategy
- Assisted marketing team in conducting market research and analyzing customer behavior to refine overall web strategy and support the customer journey

ACADEMIC PROJECTS

- **Predicting Air Pollution Levels Using Weather Data**: Collected and cleaned air quality and weather data from multiple sources. The Python libraries used are: Scikit-learn, NumPy, Pandas, Seaborn.
- **Predictive Modeling for Marketing Campaigns:** Utilized machine learning techniques to build predictive models for a marketing campaign. Improved campaign performance by 20% through targeted messaging and personalized recommendations
- **Analyzing Customer Behavior using Big Data**: Conducted a large-scale analysis of customer behavior data using Hadoop and Spark. Identified key trends and patterns that informed marketing strategy and led to a 10% increase in sales