

# BRANDY PATTERSON

**Email:** ygraves@yahoo.com  
**Education Level:** Masters  
**Major:** Marketing

**Desired Role:** TA  
**Research Interests:** Behavioral Analysis

## Education:

University of Maryland, College Park

### **B.S. in Marketing,**

Expected Graduation: May 2026

### **Relevant Coursework:**

Behavioral Analysis, Data Science Fundamentals, Applied Machine Learning

## Skills:

SQL, Tableau, Azure, React

## Experience:

Undergraduate Research Assistant

Department of Marketing, University of Maryland, College Park

Sep 2023 – Present

- Worked on projects related to behavioral analysis using tools like SQL, Tableau, Azure.
- Contributed to literature reviews and helped design experiments.
- Assisted with data collection and preliminary analysis for research papers.

Academic Project

"Behavioral Analysis Analysis using AI"

- Built a project that applies concepts from ML and statistics to study topics in Behavioral Analysis.
- Presented findings in class and received excellent feedback from faculty.

## Hobbies & Interests:

- Blog writing
- Reading non-fiction
- Music production