Trevor Hall

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EXPERIENCE

Leeds School of Business – Business Research Division, Boulder, CO **September 2021-Present**

Research Assistant

- Prepare, analyze, and represent economic data contributing to a variety of projects. Manage data sources and ensure that new economic releases and research reports represent the data cohesively and clearly. Perform statistical analyses on economic data for proper representation and analysis.
- Projects include data analysis and representation for the Colorado Restaurant Association for the purpose of analyzing the impact of the COVID-19 pandemic on restaurants to assist in recovery efforts. Deliverables include Tableau dashboards comprised of GIS metrics and statistical representations of data.

Academic Success and Achievement Program Tutoring, Boulder, CO **November 2019-May 2022**

Technology and Assessment Lead

- Coordinate and lead tutoring program intended to provide academic assistance to first-year students making transition to university.
- Utilize Microsoft suite, Alteryx, Qualtrics, and other analysis methods to gather and analyze session data allowing for accurate assessment of tutors and other key business metrics. Indicators included student feedback, marketing response data, etc.
- Perform semesterly analysis reports on data, providing key insights to ASAP administration as well as course feedback. These results drive the ASAP budget and resource allocation within Housing and Dining Services.

Seagate Technologies, Longmont, CO **May 2021-August 2021**

Information and Data Analytics Intern

- Develop and deploy natural language processing software providing topic and sentiment modeling capabilities to customer quality dashboards, particularly focused on NPS analysis and customer service case aggregation. Work to represent incomplete or dirty data properly within appropriate context.
- Improve and redesign topic-modeling algorithm written within Python, utilizing machine learning tools (Gensim, NLTK, NumPy, Vader) to provide customizable model deployment.
- Oversee User-Acceptance-Testing by analysts within the organization to drive improvements in security, ease-of-deployment, and user experience.

Whispir, Boulder, CO **September 2020-May 2021**

Marketing Research Intern

- Utilize Salesforce, Confluence, and other analysis means to provide services related to business expansion into a new American market for communications software. Contribute to American demand-generation through digital marketing and by strengthening relationships with clients and leads. Work cross-functionally to provide analysis of current market segmentation and channel strategy.
- Perform competitive research to guide initiatives surrounding marketing differentiation and lead-communication. Report data insights in order to provide direction to market entry and brand development.

ACTIVITIES

Leeds Student Government, Boulder, CO **May 2020- May 2022**

Initiative Lead, Representative

- Contribute and lead the *Reducing Student Inequities* initiative group, focused on development and implementation of school-wide equity initiatives for the Leeds student body and beyond. Initiatives include the transfer perception project, which consists of the design and conducting of a qualitative study and data analysis to identify and address transfer student pain-points, perceptions, and concerns for application in the recruiting process. Initiatives also include support for HB21-1067, which consists of writing letters of support and speaking in front of the Colorado House in support of removing legacy status and standardized test scores from consideration in Colorado university admissions.
- Lead the *Coding at Leeds* initiative, focused on providing Leeds students additional opportunity to gain computer science acumen by hosting a number of virtual programming workshops in collaboration with HackCU.

EDUCATION

University of Colorado at Boulder – Leeds School of Business **Expected May 2022**

Cumulative GPA: 3.57 - Dean's List Spring 2019. Fall 2019, Fall 2020, Spring 2021

Bachelor of Science in Business Administration integrated with Computer Science - Emphasis in Information Analytics

- Coursework includes Business Analytics, Machine Learning, Project Management, Accounting II, Business Ethics, Business Applied Semester Experience.
    - Information Analytics GPA: 3.60

Computer Science Minor

- Project work/experience with Python (Gensim, Pandas, NLTK, SciPy), C, C++, SQL (MySQL, MongoDB), JavaScript, R. Projects include work with software development (HTML, CSS, NodeJS, API operations), object-oriented design, data structures (hash tables, graphs, BSTs), algorithmic development and analysis, assembly language and GNU debugging, bitwise operations, statistical analysis, Git handling and deployment.
- Courses includes Operating Systems, Algorithms, Data Structures, Software Development Methods and Tools, Computer Systems
    - Computer Science GPA: 3.77

PROJECTS

Natural Language Processing Application – Topic and Sentiment Modeling **Summer 2021**

- Developed a Natural-Language-Processing application for the purpose of analyzing a variety relevant text data, including NPS feedback and customer reviews. By employing various linguistic principles as well as clustering and analysis using Gensim, SpaCy, and NLTK, the application which I developed gave Seagate analysts and researchers the ability to derive important insights from vast arrays of qualitative inputs.

Reducing Student Inequities - Community College Analysis & Perception Study **Spring 2021**

- Conducted a qualitative survey with the aim of identifying factors which drive a student's decision to transfer to the University of Colorado, with the ultimate goal of increasing transfer rates to CU in the interest of improving the student body. In addition to the data collected, my group delivered a comprehensive report of our findings as well as recommendations for further action. Our deliverables were presented to various administrative bodies around campus and will be important in future driving recruitment efforts around the University.

Software Development Project – Scavenger Hunt Website **Spring 2020**

- Develop and deploy a website designed to create, store, and track group scavenger hunt games. Architecture includes front-end HTML, CSS, and Bootstrap development as well as backend JavaScript, NodeJS, PostgreSQL, and API calls for data storage, management, and display. Project complete with web-testing capabilities. CSCI 3308 Final Project.

Data Structures Project – Hash Structure Dictionary **Fall 2019**

- Design and create a program designed to read in dictionary data and user input word to return the definition in an efficient manner. Program builds dictionary using hash-table and Binary Search Tree as a demonstration of efficiency. CSCI 2270 Final Project.