

Adelie Plumasseau

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EDUCATION

Santa Clara University, Leavey School of Business Masters of Science in Information System

- Vice President of Mentorship in the Women in Business Club
- Relevant Course Work: Object Oriented Programming, Data Analytics, Financial Accounting, NLP, SQL

Santa Clara, CA
Graduation June 2026

Menlo College

Bachelor of Science in Business Management: Entrepreneurship concentration

Beta Gamma Sigma Business and Management International Honor Society & Alpha Chi National College Society

Dean's List: Fall 2019, Spring 2020, Fall 2020, Spring 2021, Fall 2021, Spring 2022

Atherton, CA
Graduated December 2022

TECHNICAL SKILLS

Programming Languages: Python, Java, SQL, R, HTML, CSS, JavaScript

Analytics: Exploratory Data Analysis (EDA), Statistical Analysis, Sentiment Analysis, Data Visualization

Tools: Project Mgt Tool(Asana), Microsoft Excel (Pivot Tables, VLOOKUP), Tableau, Power BI, GitHub, VS Code, IntelliJ IDEA

Libraries: Pandas, numpy, scikit-learn, seaborn, matplotlib, NLTK

Development Tools: Git, AWS, MySQL

EXPERIENCE

Grammarly

Data Analytics Intern

- Leveraging SQL and Python to develop a User Growth Model for enterprise clients.
- Analyzing user segmentation within the activation phase, focusing on key metrics that drive product adoption and retention.

Santa Clara, CA
January 2025 - Present

Santa Clara University

Vice President of Mentorship

- Designed and launched the mentorship program, connecting graduate students with industry professionals for career guidance and skill development.

Santa Clara, CA
January 2025 - Present

Firstbase

Marketing Specialist

- Analyzed LinkedIn engagement and growth metrics to develop a data-driven social media strategy, increasing follower count and total engagements from last place to 2nd among competitors within 30 days.
- Supported the Growth Marketing Manager with designing, building, and executing impactful marketing campaigns across multiple channels, including email, organic social, paid advertising, and events.
- Communicated Firstbase's value proposition effectively at the SHRM23 and VMWare conferences, fostering relationships and actively engaging with key prospects to address their needs and inquiries.

Menlo Park, CA
August 2023 - September 2023

Marketing Intern

- Monitored and reported on newsletter engagement, contributing to \$1.5M in Q2 pipeline sourced from new subscribers by optimizing content strategy and audience targeting.
- Worked with the Director of Product Marketing to support monthly product launches by planning, promoting, editing, and publishing product webinars.

Menlo Park, CA
February 2023-August 2023

ACADEMIC PROJECTS

Climacs: Collaborated with a cross-functional team to design and develop Climacs, a responsible AI-driven mobile app that visualizes climate change impacts on local ecosystems. Designed and presented a compelling pitch on responsible AI applications, securing a finalist position in the competition among multiple teams.

Airbnb Analytics: Conducted a data-driven analysis of Airbnb listings to identify profitability trends across neighborhoods, leveraging machine learning, statistical correlations, and visualization techniques to provide actionable insights for hosts and investors, including dynamic pricing strategies and investment opportunities.

SheCodes Basics: Built a page as a final project for the SheCodes coding workshop

ADDITIONAL INFORMATION

- Completed Tableau Course on LinkedIn Learning
- **Interests:** Building interactive websites, creating Java applications, and exploring MVP development for real-world problems.
- **Community Service:** Tutored and coached 60-67 middle school girls in 4 classes on the art of delivering an effective elevator pitch.