

Adelie Plumasseau

Santa Clara, CA 95053

aplumasseau@scu.edu, 650-272-7975, [GitHub](#), [LinkedIn](#)

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 Coursework: 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

Collaboration & PM Tools: Slack, Google Docs, Figma, Jira, Asana

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

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

Tools: 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.
- Presented user segmentation findings and activation insights through a strategic pitch deck to support product and growth initiatives.

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.
- Initiated strategic partnerships by connecting WIB with organizations supporting international grad students in career development.

Santa Clara, CA
January 2025 - Present

Firstbase

Marketing Specialist

- Developed and executed a new social media strategy that increased LinkedIn follower count and total engagements, moving from last to 2nd place among competitors within 30 days of Q3.
- 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

- Managed the weekly newsletter; \$1.5M in Q2 Pipeline sourced from new newsletter subscribers.
- Worked with the Director of Product Marketing to support monthly product launches by planning, promoting, editing, and publishing product webinars.
- Supported the Director of Marketing Operations on various initiatives, including campaign management, landing page designing and publishing, and nurture programs.

Menlo Park, CA
February 2023-August 2023

GoodTrust

Marketing Intern

- Contributed to diversifying the product offering and developing strategic plans with the company's leadership team.

Atherton, CA
June 2022 - August 2022

- Conducted market research to determine which financial institutions and insurance companies offer benefits or loyalty programs similar to GoodTrust.
- Published blog content about estate planning and password management that attracted monthly visitors.
- Managed social media accounts such as Instagram and Facebook and achieved a 15% increase in user engagement.

ACADEMIC PROJECTS

Predicting Song Success Using NLP & Machine Learning: Built an NLP model to predict hit songs from lyrics with 64% accuracy.

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.

Neglected Tropical Diseases (NTDs): Conducted a data-driven analysis on NTDs. This project analyzes WHO data from 2010-2021 to uncover trends, disparities, and insights into the battle against NTDs in the Africa region.

Valar Morghulis Quotes – Game of Thrones Quiz: Developed an interactive web-based quiz displaying famous Game of Thrones quotes.

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

ADDITIONAL INFORMATION

- **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.