

# Afsana Bhuiyan

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## EDUCATION

### COOP Careers - Data Analytics Fellow

February 2025 – June 2025

- Trained in a 16-week fellowship program, acquiring expertise in data cleaning, transformation, analysis, and visualization using SQL, Python, and Tableau, alongside continuous professional development.

### Rensselaer Polytechnic Institute

August 2020 - May 2024

*Bachelor of Science in Computer Science*

- Coursework:** Data Science, Database Systems, Interactive Data Visualization, Human & Machine Learning
- Extracurricular Activities:** Discrete Math Teaching Assistant, Girls Who Code Club President

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## TECHNICAL SKILLS & CERTIFICATIONS

- Certifications:** Google Analytics Professional Certificate (Coursera)
- Programming Languages:** Python (Pandas, NumPy, Scikit-learn), SQL, JavaScript, HTML/CSS, C++, C, Java, R
- Tools & Technologies:** Tableau, Excel (Pivot Table & VLOOKUP), Git, React, Flask, Firebase, Junit

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## RELEVANT EXPERIENCE

### ISO New England

Holyoke, MA

*Software Engineer Intern*

June 2023 – December 2023

- Tested internal web app with JUnit, achieving 85% code coverage and 4% performance boost.
- Improved data retrieval speed by 20% by building an automated email system with Java, Spring Boot, and Apache Camel.
- Presented projects to 100+ employees at a company-wide expo and led technical demo for a 10-person development team.

### Girls Who Code

Remote

*Teaching Assistant*

June 2022 – August 2022

- Led virtual coding lessons for 40+ high school students, in web development fundamentals with JavaScript, HTML/CSS.
- Mentored students and provided project support and guidance on technical skills and career planning.

### Inside Job LLC.

Remote

*Marketing Intern*

June 2021 – August 2021

- Created and scheduled branded Instagram posts using Canva, increasing audience engagement and aligning content with target demographics.
- Researched SEO keywords to optimize digital content and improve visibility, applying insights to support data-driven marketing strategies.

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## PROJECTS

### Spatial Marketing Dashboard

May 2025

- Built an interactive Tableau dashboard analyzing KPIs including CVR, CPA, CPC, CTR, and CPM across U.S. states.
- Cleaned, transformed, and aggregated data from multiple sources to ensure visualization accuracy.
- Delivered insights that improved ROI through budget reallocation to high-performing regions and revisions to underperforming campaigns.

### Jet Genie

February 2025

- Developed the frontend of an AI-powered travel planner using React.js, featuring a drag-and-drop calendar for users to build and customize day-by-day itineraries.
- Used prompt engineering with the Groq API to generate real-time travel suggestions based on user preferences, enabling dynamic activity recommendations and personalized trip planning.
- Collaborated in a team of 4 during a 24-hour hackathon, delivering a fully functional MVP with a Flask + Firebase backend for storing user data and syncing itinerary changes.

### Movie Mate

November 2024

- Built a full-stack movie recommendation app using Flask and JavaScript, integrating the TMDb API (accessing over 500,000+ movie records) to deliver personalized results based on genre, rating, and runtime filters.
- Designed an interactive quiz-based interface that guided users through tailored questions to capture preferences, then dynamically generated 10 personalized movie recommendations ranked by relevance.

### Genre Galaxy

April 2024

- Built an interactive Python dashboard using NetworkX to perform network analysis on 10,000+ Goodreads books, mapping co-occurrence across 100+ genres.
- Applied graph theory to uncover reader cross-interest patterns and proposed data-driven strategies to optimize recommendation systems for publishers and platforms.