

# Alaina Holland

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## EDUCATION

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**WILLAMETTE UNIVERSITY** – Salem, OR

**Masters in Data Science**, School of Computing & Information Sciences 2023-2024

**Masters in Business**, Atkinson Graduate School of Management 2022-2024

- **Business Coursework:** Benefit-Cost Analysis, Strategy, E-Commerce Analytics, Public Policy, Operations
- **Data Science Coursework:** Machine Learning, Data Engineering, Cloud Computing, Survival Analysis, Power BI, Data Visualization

**BOISE STATE UNIVERSITY** – Boise, ID 2017-2021

**BBA Supply Chain Management**, College of Business and Economics

**Minor** in Marketing, **Certificates** in Business Analytics, UX Design, Nonprofit Management

- **Relevant Coursework:** HCI-Interaction, Logistics, Procurement, LEAN Process Improvement

## LANGUAGES

- Proficient: R, Python, SQL, Familiar: JavaScript, HTML/CSS, Hadoop, Google Cloud, Basic: Linux, Heroku

## EXPERIENCE

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**Strategy Intern, Kimberly Clark** – Remote 2023 – 2024

- Coordinated cross-functional metric setting for the Global Supply Chain, aiding in 2024 preparation and long-term strategic goals.
- Developed custom, interactive graphics with R for Power BI, enhancing data insights and aiding informed decision-making.
- Identified and addressed material wastage inefficiencies throughout the global supply chain

**Business Manager, Holland Gallery** – Boise, ID 2021-2023

- Evaluated and adjusted business objectives through market re-positioning, e-commerce establishment, and development of business plans.
- Executed a comprehensive rebranding strategy, revitalizing the company's image and offerings.
- Achieved a 200% increase in sales through targeted marketing campaigns and enhanced product positioning.

## PROJECTS

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**Masters Capstone Project: Evaluating AI Accuracy for Telehealth Diagnosis** 2024 - Current

- Compare AI diagnoses with real diagnostic cases using multiple AI-driven symptom checkers.
- Implementing data engineering, machine learning and visualization techniques to analyze and present findings.
- Consulting with practicing physicians to validate AI outputs and enhance accuracy.

**Survival Analysis for Reality TV Shows** 2024 - Current

- Utilizing Python to scrape and clean data from the Bachelor/Bachelorette reality TV dating show.
- Leveraging R to analyze data and identify key factors contributing to higher survival probability on the show, providing strategic insights for casting and content creation.

**MBA Student Consulting Project** 2023

- Provided data-driven insights and cost-saving through developing an interactive pricing dashboard using Python, SQL, and PowerBI.
- Led the redesign of processes to consolidate hospital and markup prices, reducing information asymmetry.
- Achieved significant cost savings and process efficiencies through pricing process optimization.