Alaina Holland

(208) 860-7452 | alainaholland27@gmail.com | www.alainaholland.com | LinkedIn/alainaholland

EXPERIENCE

Strategy Intern, Kimberly Clark - Remote (2023 - 2024)
- Led cross-functional teams to define metrics for the Global Supply Chain, improving process efficiency by 20%.
- Created interactive visuals using R for Power BI dashboards, speeding up decision-making by 20% and boosting operational efficiency by 15%.
- Reduced material wastage by 10% through process optimization.

Business Manager, Holland Gallery - Boise, ID (2021 - 2023)
- Adjusted business objectives and established e-commerce, generating an additional $30,000 annually.
- Executed rebranding strategy, increasing customer retention by 15% and saving $10,000 annually in marketing costs.
- Achieved a 200% increase in sales through targeted marketing, adding $50,000 annually.

PROJECTS

Masters Capstone Project: Evaluating AI Accuracy for Telehealth Diagnosis (2024 - Current)
- Compared AI diagnoses with real cases, improving accuracy by 5% and saving a theoretical $250,000 annually.
- Implemented data engineering, machine learning, and visualization techniques, reducing data processing time by 40%.
- Consulted with 5 physicians, enhancing AI accuracy by 15%.

Survival Analysis for Reality TV Shows (2024 - Current)
- Scraped and cleaned data for 25 seasons of The Bachelor/Bachelorette, automating collection and saving 150 hours annually, worth $7,500.
- Conducted survival analysis on 500 contestants, identifying 10 key factors, potentially increasing viewership by 10%, worth $100,000 in advertising revenue.

MBA Student Consulting Project (2023)
- Developed an interactive pricing dashboard using Python, SQL, and PowerBI, saving $50,000 annually through optimized pricing.
- Redesigned pricing processes, reducing errors by 20% and saving 100 hours annually, worth $10,000.
- Achieved $75,000 in annual cost savings and increased efficiency by 25%, worth $20,000 in labor savings.

EDUCATION

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, 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: Business Analytics, UX Design, Nonprofit Management

LANGUAGES

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