

EDUCATION

New York University, College of Arts and Science

May 2017

Bachelor of Arts in **Computer Science, Psychology (Double Major)**

Relevant coursework: Social Networking, Linear Algebra, Large Scale Web Services, Intro to Robotics
Scientific Programming for Behavioral Sciences, Inferential Statistics, NLP

New York University in London

August 2015 – December 2015

Relevant coursework: Social Psychology, Abnormal Psychology, Intro to Marketing

SELECTED PROJECTS

Who Legitimized a Trump Presidency?

May 2016 – December 2016

- Designed a study to explore the media's role in legitimizing Donald Trump's presidential bid on assumption that news articles have an overall *positive sentiment*, thereby adding momentum to his campaign
- Conducted sentiment analysis using VADER on a corpus of 1749 Wall Street Journal articles scraped via the Beautiful Soup library in Python with the results visualized in Tableau
- A *favorable outcome* was obtained – the media was a contributing factor in Trump's political victory
- Research paper completed as part of the *Natural Language Processing* (NLP) course at NYU

Customer Segmentation: *Udacity.com*

August 2016

- Unsupervised learning project using principal component analysis and k-means clustering to create customer segments for A/B testing.
- Projects completed as part of *Udacity.com's Machine Learning Engineer Nanodegree*

At-Risk Student Intervention System: *Udacity.com*

July 2016

- Supervised classification project applying random forests, logistic regression, and a support vector classifier to locate at-risk students in need of intervention from their school system.

All projects on https://github.com/anhadarora/Udacity_MLND

Profile Picture Flag Filter: *NYU*

September 2015 – December 2015

- Developed a MATLAB based GUI that superimposed a user chosen flag on their Facebook profile picture.
- Conceptualized after the backlash on social media against Facebook's selected offering of the French flag for solidarity, and not of Lebanon, Syria, or Iraq

PROFESSIONAL EXPERIENCE

The Ritualist, New York: *Digital Marketing Intern*

March 2017 – Present

Office of Global Programs, NYU: *Global Ambassador*

January 2015 – March 2016

- Served as a liaison between the Office of Global Programs and prospective study abroad students
- Advised 150+ NYU students in the form of group talks & peer-to-peer advising workshops

BleedBollywood.com: *Co-Founder*

June 2014 – September 2015

- Designed graphics, shot and edited weekly videos exploring *Bollywood films as contemporary literature*
- Incorporated insights from Google Analytics to drive brand awareness and engagement on social media leading to over 20,000 followers on Facebook

Cheena's Esthetic, Ludhiana: *Executive Intern*

June 2015 – August 2015

- Interfaced with clients over the phone or in person, and assisted with sales at a women's clothing boutique
- Coordinated inventory & resource management; maintained client database in Excel
- Designed marketing materials and photographed products for upcoming exhibition

TECHNICAL SKILLS

Coding Python: NumPy, Scikit-Learn, Pandas | Swift | MATLAB | JavaScript, jQuery | HTML, CSS |

Other Tools Adobe Photoshop | Adobe XD | Adobe Premiere Pro | Final Cut Pro X | Dreamweaver |
SPSS | Google Analytics | Qualtrics | Amazon Web Services | SketchUp | MS Office | iWork Suite |