

## EDUCATION

**New York University**, College of Arts and Science

May 2017

Bachelor of Arts in **Computer Science** and **Psychology**

*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](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 |