

Anjali Segu

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EDUCATION

Texas A&M University, College Station, Texas May 2023

Bachelor of Science in Computer Science, GPA: 4.0/4.0

Craig and Galen Brown Honors Engineering Program

Relevant Coursework: Data Structures and Algorithms, Discrete Structures

Relevant Technology: C++, Python, React, TypeScript, HTML/CSS, Tableau, Alteryx

EXPERIENCE

PricewaterhouseCoopers, New York, New York June 2021 – July 2021

Start Intern

- Analyzed a large dataset provided from a not-profit using Tableau and Alteryx and recommended strategies to retain their donor base
- Shadowed senior directors and associates to learn front end development, consulting, design, and UI/UX concepts

Nebuladata, New York, New York May 2020 – Sept 2020

Software Engineering Intern

- Expanded product portfolio by collecting web data on 6 leading streaming platforms using XPath and Browser Extensions
- Launched an SEO optimization initiative to acquire users with revamped branding, social media, and content marketing leading to ~2,000 weekly impressions and a 10% increase in users
- Researched platforms for UI/UX testing and recommended options to leadership to improve the frontend

Sketch Recognition Lab, College Station, Texas Jan 2020 - May 2020

Researcher

- Collected data to train activity recognition algorithms that can identify a person's behavior and actions
- Engineered wearable technologies and sensors that enhance a person's senses and help people be more cognizant of their environment

Capital Endocrine & Diabetes, Cedar Park, Texas July 2016 – Present

Operations Intern

- Managed recruitment, including defining hiring needs, and posting/interviewing for positions, resulting in 2 new hires over 2 months
- Increased appointments by 40% by spearheading social media campaigns on Facebook, Twitter, and Yelp

CherryGiver, Austin, Texas Aug 2017 – May 2020

Founder and Lead Developer

- Pioneered a scalable web platform that allows charities to launch targeted and transparent fundraising campaigns
- Partnered with Austin charities to host their fundraising needs, and implemented features based on feedback
- Bootstrapped the project with the Django web server framework, Material UI, Javascript, and HTML/CSS

LEADERSHIP

SWE Texas A&M, College Station, Texas Aug 2019 - Present

External Vice President

- Elected to serve as Vice President for the Texas A&M SWE chapter containing 500 members
- Oversaw 5 officers to coordinate events containing 10-200+ attendees, and relayed status updates to the executive team

STEMFest Officer

- Organized an educational event where 120 Girl Scouts learned various STEM topics through interactive activities
- Managed all aspects of communication with 200 university departments and organizations to ensure all activities were hosted successfully

INTERESTS

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- Graphic design and digital media
 - Contemporary dance and Bharatanatyam
 - Watercolor and Oil Painting
 - Shakespearean Theater