Aurora Siegel

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EXPERIENCE

QuinStreet *Vertical Marketing Analyst*   Feb 2019 → Present

- Optimize advertising metrics and manage accounts for the banking vertical.
- Improve client campaign performance by negotiating improved presence on partner sites.
- Onboard new clients, establish budgets, and maintain high click-through performance using data driven insights.
- Create programmatic campaigns through Doubleclick Manager.
- Create mock-ups using HTML/CSS.
- Drove $40k in new sales in my first 6 months.

Queens College *Graduate Research Assistant*   Aug 2016 → Jun 2018

- Investigated a data set on the 2016 US Presidential election, and found correlations between current events and voter behavior.
- Created a codebook through data cleaning and documentation on a Nielson dataset for consumer book buying behavior.

Aids Center of Queens County *Finance & Legal Admin*   Oct 2014 → Dec 2016

EDUCATION

Queens College · *M.A. Data Analytics and Applied Social Research*   2018
Graduate Thesis: Utilizing Feelings Towards Groups for Improved Voter Prediction
Coursework: Computational Social Science, Advanced Analytics, Data Structures, Discrete Mathematics, Object Oriented Programming in Java & C++.

Georgia State University · *B.A. Women's, Gender, and Sexuality Studies*   2014

Udacity · *Front-End Web Developer Nanodegree*   2019

YCombinator Startup School   2018

- Developed an online dating website MVP as part of the 12 week course.
- Surveyed interested individuals, online and offline, about their companionship needs and online dating usage.

VOLUNTEER

AAPOR Sponsorship Committee   May 2019 → Present

SKILLS

Programming Languages: Python, R, SQL, Javascript, HTML, CSS

Tools: Tableau, Excel, Powerpoint, Git, Linux, AWS, Google Analytics