

Aurora Siegel

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EXPERIENCE **QuinStreet Vertical Marketing Analyst** Feb 2019 → Present

- Manage accounts for the banking vertical by optimizing advertising metrics and working with clients to expand their advertising efforts.
- Onboard new clients, establish budgets, and maintain high click-through performance using data driven insights.
- Create programmatic campaigns through multiple reporting platforms and create client mock-ups in HTML/CSS/Javascript.

Queens College Graduate Research Assistant Aug 2016 → Jun 2018

- Investigated a data set on the 2016 US Presidential election, particularly into the relationship between voter feelings and voting 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