

# Benjamin Nicholson

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- Senior at Seton Hill University
- Bachelor of Science with a major in Data Science
- Australian-born (F-1 Visa holder) – STEM OPT

## Education

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**Seton Hill University** (Greensburg, PA | Graduating May 2025)  
Dean's List: Spring 2022, Spring 2024

*January 2022-Current*  
*GPA: 3.68*

## Work Experience

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### **Data Analytics Marketing Intern for CMMB**

*September 2024-Current*

- Analyzed real-time fundraising results
- Generated actionable insights on key performance metrics, ROI, and campaign goals
- Performed A/B testing analysis to compile key takeaways to optimize donor acquisition and retention strategies
- Conducted data reporting using Google Analytics, integrating and automating reporting through Google Looker

## Experience at University

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### **Captain of Men's Soccer Team**

*August 2024-Current*

- Collaborate with coaching staff to create a unified 60 – man roster to compete in the PSAC
- Assist with the management of the team, while facilitating additional practices and workouts

### **Head Resident Assistant**

*August 2023-Current*

- Responsible for supervising and providing guidance for Resident Assistants
- Perform progress reviews of Resident Assistants
  - Resource management for Residence department offices
  - Prepare and distribute communications regarding scheduling and events

### **Statistics/Programming Tutor**

*August 2024-Current*

- SMA 127 Statistics for Science Assist students applied understanding in scientific research areas:
- ANOVA and regression analysis in statistical software
  - Hypothesis testing using t-tests, Chi-square tests

SMA 129 Statistics for Business Facilitate a business-orientated statistical understanding of:

- Exploratory Data Analysis (descriptive statistics and distributions of data)
- Data visualisation through dashboards to appeal to stakeholders

SCS 142 Programming II (Python, R, Matlab) Utilizing a mathematical and engineering approach for:

- Implementing popular libraries: Pandas, NumPy, Matplotlib, dplyr and ggplot2

### **Fundraiser Coordinator**

*August 2023-Current*

- Coordinate University wide fundraiser for breast cancer awareness in 2023 and 2024
- Achieved 2<sup>nd</sup> place in fundraising for the 2023-2024 academic year
  - Program involved my leadership of a twelve member team over three months

## Project Experience

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### **Maryland Automotive Industry Analysis & Forecasting (Python)**

*January 2024-Current*

- ARIMA/SARIMA/SARIMAX models integrating macroeconomic conditions
- Utilize mathematical understanding to model future forecasts of data

### **Reinforcement Learning in AI-Driven Portfolio Management (Python)**

*August 2024 – Current*

- Evaluate success of Technical Analysis in purchasing sector ETFs during business cycles
- Paper trading Reinforcement Learning agent using Yahoo Finance API

### **Customer Clustering Segmentation (Python/Orange)**

*April 2024-May 2024*

- Segment customer base using k-means clustering
- Evaluate churn rates using ROC and logistic regression

### **Time Series Sales Analytics and Forecasting (Python/R)**

*April 2024-May 2024*

- Evaluate performance of Box Jenkins, Holt Winter's and Regression models on sales data