


# Somya Bhagwagar

Striving to create viable ways to connect people with information technology and be at the forefront of a 'techno-humanistic' approach to business.

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## EDUCATION

University of Michigan

May 2020

**Bachelors of Science in Information**

*Concentration in Social Media and User Experience Analysis*

*Minor in Science, Technology and Society*

*Minor in Business Administration (Ross School of Business)*

## RELEVANT EXPERIENCES

Digital Marketing Consultant

Nov 2019-Present

Online Marketing, CME Group

Chicago, IL

- Develop custom marketing dashboard for reporting via Domo
- Benchmark performance across online channels and KPIs
- Participate in global meetings to analyze customer journey

Project Management Intern

May-Aug 2019

Global Information Security, CME Group

Chicago, IL

- Designed annual planning application for GIS Directors to create budget/hour forecasts and calculate project feasibility
- Developed front-end using Oracle Apex and back-end using SQL/PL procedures
- Conducted in-person user tests in Chicago and NYC offices

Web Data Analyst

June 2018-April 2019

Umich Biomedical Research Core Facilities

Ann Arbor, MI

- Analyzed user traffic flow using Google Analytics
- Interpreted data to optimize user interface by changing layout and relay effectiveness of marketing campaigns

Content Creator

Sept 2016-April 2019

University of Michigan

Ann Arbor, MI

- Compose faculty/staff portraits using illustrative, humanistic approaches and lighting techniques for School of Music Theatre and Dance and College of Engineering (CoE)
- Produce content of campus, laboratory experiences, and events for CoE, Innovate Blue, and Poverty Solutions
- Led content creation for [#herengineering](#) campaign highlighting female-identifying graduate students in CoE

## LANGUAGES

- Proficiency in Spanish
- Intermediate Programming (Python, SQL, HTML, CSS)

## PROJECTS

HelloUniversity

Aug 2019-Present

- Designed and user tested human-centric online consulting platform for students in China to connect with US students to better integrate into US culture
- Market platform and recruit both mentors and students

Students of Umich

Sept 2016-Present

- Document and voice diverse stories on social media platforms to empower students ([www.instagram.com/studentsofumich](http://www.instagram.com/studentsofumich))
- Generate leads, gather vignettes, photograph-edit portraits, and publicize media ([WolvTV Newsfeed Exclusive](#))
- Manage, run, analyze and build account to > 4,500 followers

Michigan Muscle Club

Dec 2017-Present

Senior Advisor (2019)-President (2018)-Marketing (2017)

- Build brand name focusing on diversity/inclusion
- Lead 13-member executive board on strategy and execution in an organization of 70+ active members
- Achieved 50:50 active female-male ratio (from 2:50)

## AWARDS

- UMSI Gender Diversity in Information Technology (2020)
- TedxUofM Keynote Speaker (2020)
- Elevate Your Passion Keynote Speaker (2019, 2020)
- CME Group Staff of Excellence Award (2019)
- Michigan Daily' Student of the Year (2019)
- Panelist for Minorities in Entrepreneurship event (2019)
- Wolv TV Newsfeed Feature (2018)
- Daughters of the American Revolution National Good Citizenship Award (2016)

## SKILLS/COURSEWORK

- Marketing (Digital Marketing, Social Media Analysis, Modeling PageRanks, Crisis Management, Knowledge Sharing)
- Social/Multimedia Platforms (Facebook, Instagram, Social Media Management, Content Production)
- Information Security (Privacy Policy Impact, Filter Bubbles, Algorithms and Misinformation, Techno-politics)
- Web Development (Web Accessibility, User Experience Research, Human-Computer Interaction)
- Data Visualization (Power BI, DOMO)
- Google Analytics Qualifications
- Photography (Adobe Photoshop, Adobe Lightroom)
- Toastmasters (Public Speaking)
- Research with Professor Casey Pierce on social media influence on Telemental Health