

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, Chicago Mercantile Exchange
Group (CME)**

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 College of Engineering
(CoE); School of Music Theatre and Dance**

(SMTD); Poverty Solutions UM; Innovate Blue

Ann Arbor, MI

- Compose faculty/staff portraits using illustrative, humanistic approaches and lighting techniques
- Produce content of campus, laboratory experiences, and engineering events
- Led content creation for [#herengineering](#) campaign highlighting female-identifying graduate students in CoE

PROJECTS

Students of Umich

Sept 2016-Present

- Document and voice diverse stories on social media platforms to empower students (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)-Vice President of
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

- 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
- Oracle Apex
- Photography (Adobe Photoshop, Adobe Lightroom)
- Public Speaking through Elevate your Passion (UM) and Toastmasters (CME)
- Research with Professor Casey Pierce on social media influence on Telemental Health

LANGUAGES

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