

Somya Bhagwagar

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EDUCATION

UNIVERSITY OF MICHIGAN, School of Information

Ann Arbor, Michigan

Intended Bachelor of Science in Information

Minor in Science, Technology and Society & Business Administration (from the Ross School of Business)

Anticipated May 2020

GPA: 3.5/4.0

Honors/Awards: University Honors, Daughters of the American Revolution National Good Citizenship Award, Saginaw Rotary Club 2016 Outstanding Student, DECA International Conference Qualifier, People to People Student Ambassador, Sangeetayan Institute of Indian Classical Dance, Google Analytics Individual Qualifications

RELEVANT EXPERIENCES

UNIVERSITY OF MICHIGAN BIOMEDICAL RESEARCH CORE FACILITIES

Ann Arbor, Michigan

Web Data Analyst and Content Editor

June. 2018 - Present

- Analyze web user traffic flow from acquisition to exit page through Google Analytics to optimize user interface experience
- Independently interview faculty and write concise case studies about research conducted in the Biomedical Research Core Facilities
- Update content to a new WordPress template, including producing content, and adding multimedia documents to the site

UNIVERSITY OF MICHIGAN STUDENTS OF UMICH

Ann Arbor, Michigan

Social Media and Project Management (www.instagram.com/studentsofumich)

Sept. 2016 - Present

- Created a storytelling platform through social media to empower Umich students by documenting and voicing their story
- Generate, gather, and convey stories, photograph and edit portraits, and publicize media ([WolvTV Newsfeed Exclusive](#))
- Solely manage, run, analyze and build all aspects of the account @studentsofumich to over 4,000 followers
- Document students' stories to provide a medium for passion and struggles faced by those deemed ordinary

UNIVERSITY OF MICHIGAN MULTIMEDIA PHOTOGRAPHER

Ann Arbor, Michigan

- College of Engineering:** Compose faculty/staff portraits using illustrative, humanistic approaches and lighting techniques *Aug. 2017 - Present*
 - Produce content of campus and laboratory experiences and engineering events with multimedia production team
- School of Music Theatre and Dance EXCEL:** Document events to show collaborative tactics to career development *2018 - Present*
- Poverty Solutions:** Showcase initiatives through photography to alleviate poverty in local Washtenaw area *Sept. 2017 - Present*
- Innovate Blue:** Organize and photograph ventures for the Made at Michigan Magazine to publicize entrepreneurial efforts *2016 - 2017*

LEADERSHIP EXPERIENCES

UNIVERSITY OF MICHIGAN MUSCLE CLUB

Ann Arbor, Michigan

President (2018), Vice President of Marketing(2017)

2017 - Present

- Execute marketing initiatives to promote workouts and a fitness lifestyle through social media management and fitness competitions
- Build brand name focusing on diversity inclusion
- Lead 13-member executive board on club strategy and execution in an organization of 50+ active members

SVSU STEM OPPORTUNITIES SUMMER CAMP TEAM LEADER

Saginaw, Michigan

Team Leader of 9th Grade

June - August 2017

- Coached 11 at-risk students from inner-city Saginaw to prep for standardized testing and STEM
- Created math problems and scenarios to supplement understanding of concepts and improve pre-test scores by 20% on average

PROJECT LIFESONG FOUNDING MEMBER

Saginaw, Michigan

Computer and Media Consultant

2015 - 2016

- Founded start-up to improve quality of life of Alzheimer patients by providing connections through personalized comfort music
- Install software, compile databases of music, publicize organization to raise money

SPECIAL SKILLS AND COURSEWORK

Programming Language (Python, SQL, HTML, CSS); Photography Software (Adobe Photoshop, Adobe Lightroom, InDesign, Photography, Photo Mechanic); Business Management (Microeconomics, Macroeconomics, Accounting, Data Analysis); Marketing (Digital Marketing; Social Media Analysis, Modeling PageRanks); Languages (Proficiency in Spanish); Social and Multimedia Platforms (Facebook, Instagram, Google Analytics Qualifications, Social Information Processing, Social Media Management, Social Media Analytics, Web Development Accessibility, User Experience and Design Analysis); Math (Calculus, Statistics); High Tolerance for Ambiguity, Strategic Thinking