

# SAMANTHA WELCH

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## Education

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### NEW YORK UNIVERSITY

NEW YORK, NY

*B.S. in Integrated Design & Media, Minor in Computer Science & Mathematics, 3.63/4.0* 2023 - 2027

- **Relevant Coursework:** Creative Coding, Data: A History, Data Structures and Algorithms, Discrete Mathematics, Ideation & Prototyping, Intro to Web Development, 3D Modeling.

## Experience

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### THRIVE GLOBAL

NEW YORK, NY

*Software Engineer/Data Science Intern*

*June 2024 - August 2024*

- Developed a production-deployed AI-driven Thrive Intention Classifier to accurately match user intentions with personalized journey areas, implementing MLOps practices to enhance user experience through targeted recommendations.
- Engineered AI-powered tools for content creation and internal document search, incorporating multiple external APIs to streamline access and functionality.
- Executed QA testing and provided feedback for feature releases in company Slack channels, identifying and resolving usability issues.

### JETLAG

NEW YORK, NY

*COO, Co-Founder, Design & Marketing Lead*

*May 2024 - Present*

- Manage a small team of photographers, videographers, and designers, overseeing creative output.
- Produce concert poster graphics and social media posts, leveraging design tools to create engaging and culturally resonant visuals.
- Oversee event operations (settlement, sound check, venue booking, etc.), manage event sponsorships as well as merchandise and ticket sales.

### BUILDING ONE COMMUNITY

STAMFORD, CT

*Technology Tutor*

*August 2021 - June 2023*

- Tutored adult immigrants in computer skills and troubleshooting, delivering instruction in Spanish and English to expand digital literacy.
- Refurbished donated laptops and accessories monthly to support community access to digital resources.

### BRUCE MUSEUM

GREENWICH, CT

*Youth@Bruce Intern*

*May 2023 - June 2023*

- Collaborated with a team of interns to curate the annual iCreate exhibition, coordinating event logistics, from layout planning to catering, to showcase art from high school students across the tri-state area.

## Extracurriculars

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### STATIC MAGAZINE, Tech Team

September 2023 - Present

- Redesigned the website on Sanity, implementing enhanced accessibility features and a user-friendly layout.

### WNYU RADIO, Archives Department

September 2023 - Present

- Facilitated the digital archival of radio shows in myriad formats, ensuring long-term preservation.

## Technical Skills

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**Languages:** Python, Java, Kotlin, HTML/CSS, JavaScript, TypeScript, R, Swift

**Developer Tools:** Git, GitHub, npm, Visual Studio Code, IntelliJ IDEA, JIRA, IDLE, Eclipse

**Libraries and Frameworks:** Flask, React, PostgreSQL, node.js, TensorFlow, PyTorch, NumPy, Scikit-learn, Firebase, Pandas, Bootstrap

**Programs:** Blender, Photoshop, Illustrator, After Effects, Adobe XD, Figma, Canva, Excel

Proficient in written and spoken Spanish.