

Christina Kaufman

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EDUCATION

University of Iowa, Tippie College of Business, Iowa City, IA

Anticipated May 2023

B.B.A Business Analytics and Information Systems; Certificate in Leadership Studies

- Dean's List: 2019, 2020, 2021, 2022; Academic All Big 10 Honors: Spring, Fall 2020
- 2022 Fight-for-Iowa Recipient, 2022 Council on the Status of Women Awardee, 2022 SQL Hackathon Winner
- 2023 Tippie Top 21 Awardee, 2023 Outstanding Woman in Business Awardee

TECHNICAL EXPERIENCE

- **Tools:** R, Scout, Python, SQL, Rattle, Microsoft Excel, Microsoft Access, Microsoft Azure, Scrum, GitHub, Tableau, Canva
- **Technical Skills:** Data Visualization, Data Cleaning, Linear & Logistic Regression, Time-Series, Forecasting, Correlation, Linear Optimization, Predictive Modeling & Analytics, Digital Product Management

WORK EXPERIENCE

Sioux Valley Family Health, Remote

March 2023 – Present

Marketing Data Analyst – Part-Time

- Create intentional marketing content for all social media platforms that align with company's brand
- Formulate proper business deals for the medical spa practice based on seasonal and client data
- Assist company in making effective business decisions to grow their new medical spa practice

Shore Capital Partners, Chicago, IL

June 2022 – August 2022

Data Analytics Summer Intern – Private Equity

- Assist in data cleaning and organizing external portfolio companies and internal systems on Salesforce platforms
- Utilize visualization tools to determine the best potential areas of growth for ENT and allergy companies
- Create predictive models that determines whether patients will return in six months for urgent care companies

University of Iowa ITS Help Desk, Iowa City, IA

June 2021 – May 2022

Student Analyst

- Provide front-line technical support by answering phone calls, replying to emails, and assisting walk-ins
- Formulate an accurate knowledge of ITS documentation and communicate information effectively
- Compile accurate data in software program to enhance customer's experience with the ITS department

LEADERSHIP EXPERIENCE

University of Iowa, Iowa City, IA

Women in Business - Tippie College of Business

President

April 2022 – Present

- Coordinate a diverse speaker series for general meetings that relates to a variety of members throughout the year
- Motivate the executive board in achieving their goals by communicating frequently and offering assistance
- Assist in planning and executing the Big10 Women in Business Leadership Conference

VP of Technology

August 2021 – April 2022

- Organize monthly meetings and networking events to improve business and professional skills
- Tasked with finding the best way to track of member's points and smooth processes for the organization
- Attended the Big10 Women in Business Leadership Conference in Columbus, Ohio

Tippie Gender Inclusivity Task Force

August 2022 – Present

- Elected by the Dean of the Tippie College of Business to serve on board with five other students and professors
- Attend monthly meetings to discuss gender equality and related issues within the Tippie College of Business

University of Iowa Women's Swimming & Diving

August 2019 – May 2021

- Participated at Big Ten Conference Championships in 2020 and 2021
- Recipient of the "Fight for Iowa" award for the 2020-21 season
- Defended Title IX within the athletic department, which resulted in team's reinstatement

Iowa Student Athlete Advising Committee

August 2020 – May 2021

- One out of fifty Student-Athlete representative for the Swimming and Diving Team
- Coordinated and promoted civil engagement and educational events each month for Iowa Athletics
- One of eight Leadership subcommittee members who enhanced leadership qualities of the student athletes