DANIELA TORRES

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EDUCATION

BA, Cognitive Science – The Johns Hopkins University, Baltimore, MD **Expected Dec 2020**
Focal Areas: Linguistics & Computational Approaches to Cognition   *Minor:* Computer Science
Coursework: Data Structures, Probability and Statistics, Object Oriented Software Engineering (including API creation, web development tools, SQL integration), Computer Networks (Fall 2020), Human-Computer Interaction (Fall 2020)
Honors: Rewriting the Code Fellowship Class (2020-2021), JHU *Life Design Lab* Summer Grant Winner (2020)

SKILLS

Languages: Java, C++, C, HTML, CSS, Python, R, JavaScript
Software: Jira, Trello, Firebase, IntelliJ, Adobe Creative Suite, Microsoft Office Suite   **Other:** Bilingual (Spanish & English)

EXPERIENCE

Fresh Prints, Baltimore, MD – *Sales Representative* **Jun 2019 – Now**
- Established 30+ client relationships with student groups and university departments, resulting in $40,000+ YTD sales
- Convey product details and pricing, problem-solve to meet deadlines / budgets, and close orders

AmpliFI Loyalty Solutions, Naperville, IL – *Product Management Intern* **Jun 2020 – Aug 2020**
- Vetted 6 data management vendors to replace current catalog system and decrease time expended on manual maintenance by 50%; created scorecard with 5 weighted categories to compare solutions and offer final recommendation
- Interviewed customer service (CS) team to understand workflows and 3 applications' features, limitations; documented product requirements in Jira to integrate CS's required functionality into one single, more efficient web application

PROJECTS / RESEARCH

The Trust App – *UI Designer* **May 2020 – Now**
- Wireframe mobile application to release MVP in 6-month plan; ideate product's creative and functional vision with founder

Hire (Software Design Project) – *Developer* **Jan 2020 – May 2020**
- Designed Java-based web application to streamline the Course Assistant (CA) hiring process for the JHU Computer Science Department, aiming to decrease time to onboard new CAs by 50%
- Interviewed potential end-users to diagnose most valuable features, resulting in 100% positive rating on frontend design

Computational Psycholinguistics Lab (JHU) – *Research Assistant* **Apr 2018 – May 2020**
- Facilitated self-paced reading and eye-tracking study to assess how readers deal with ambiguity; calculated Beta coefficients for 4 eye-tracking measures to compare p-values' significance with existing literature

STUDENT LEADERSHIP

Academic Advising (JHU) – *Study Consultant* **Aug 2019 – Now**
- Mentor 2 peers per semester by assessing and diagnosing each student's academic needs with personalized growth plan
- Create academic strategies, advise on leveraging resources to optimize performance with 100% completion of set goals

Phi Mu Sorority – *Membership Director* **Feb 2018 – Now**
- Manage and organize 120 members throughout four-day formal recruitment process; create and lead 3 presentations and recruitment events per semester, resulting in 25% increase in interest from potential new members over one year

Her Campus – *Social Media Coordinator* **Sep 2018 – Now**
- Curate creative bi-weekly content on Instagram and Facebook for online lifestyle journal geared toward collegiate women
- Successfully accumulated more than 800 targeted followers, increasing content interaction by 150% over four semesters

First Friday's Group – *Business Development* **Jan 2020 – Jun 2020**
- Created sales curriculum to lead team of 4 students in securing corporate clients, generating over $15,000 in revenue

Hopkins Artificial Intelligence Society – *Director of Marketing* **Jan 2019 – May 2020**
- Distributed 16 weekly digital newsletters to 300 subscribers; planned 3 events per semester with 10-50 attendees

Varsity Track & Field – *Student-Athlete* **Aug 2017 – Dec 2019**
- Committed 20 hours a week to participate in Division III NCAA athletics; developed time management, teamwork skills