Mercy Eme

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WORK EXPERIENCE

UCLA, Los Angeles, CA   March 2022 – Present
Position: Summer Sessions Data Analyst

Westwood Greenway, Los Angeles, CA   January 2022 – July 2022
Position: Associate Project Manager Intern

- Conducted a survey of local residents and business owners to gather feedback on the greenway project and gauge community support, resulting in a 90% approval rating
- Created Tableau visualizations using SQL datasets to display the cost and benefits of implementing green infrastructure for urban runoff.
- Minimized expenses by 14% by researching potential funding sources and itemizing the costs of green implementation

NASA, Los Angeles, CA   September 2021 – March 2022
Position: Service (CX) Design Intern

- Conducted user research by interviewing startups and research institutions daily to uncover pain points, goals, and insights, successfully infusing 20+ small business' technology into NASA projects and programs
- Managed day-to-day office communications between supervisor and startups/small businesses and assisted in all phases of product development within NASA SBIR contract phases

LEADERSHIP & PROFESSIONAL DEVELOPMENT

Nigerian Student Association, Los Angeles, CA   September 2019 – June 2022
Position: Special Events Coordinator

- Increased event attendance by 50% in one month (2019) and virtual attendance by 117% (2021) by executing a growth strategy focused on targeted marketing and attracting high-profile Afrobeats musicians and performers
- Created, edited, and distributed surveys to 2,100 students using SurveyMonkey surveying technology, which increased market research participation by 12%.
- Generated reports using Excel based on survey feedback, incorporating attendees' suggestions for future events, increasing attendee retention by 25% and new attendees by 10%.

PROJECTS (https://ememercy21.github.io/)

Streets of Vintage Client Project

- Utilized Tableau and Excel to analyze data from Google Analytics and identify key trends in the vintage clothing market
- Developed a targeted marketing strategy resulting in increased in store foot traffic and sales
- Implemented a comprehensive social media strategy resulting in increased engagement and website traffic by 17%

Color Me Impressed

- Extraxted, cleaned and analyzed data using Excel and the 'pandas' , 'ColorThief' and 'Spotipy' libraries, looking for trends and patterns in the distribution of dominant colors of popular albums
- Utilized 'matplotlib' to create histograms and color maps to illustrate findings
- Emphasized the importance of understanding the target audience and finding a balance between standing out and fitting in for a successful album cover design
- Conveyed a knowledge of and passion for music, and the ability to identify trends and an awareness of what's popular today and its place in pop culture

EDUCATION

COOP Data Analytics Apprentice   August 2022 – December 2022

University of California, Los Angeles (UCLA)   June 2022
B.S. in Biology, Minor: African American Studies
  Relevant Coursework: Quantitative Biology Using Python

Skills: Python (pandas, matplotlib), Matlab, R, SQL, Tableau, Excel (vLookup, Pivot Tables), Google Analytics