

Emily O. Gee

4411 Bel Pre Rd, Rockville, MD 20853 | 240-330-8513 | gee.emily16@gmail.com | in: emily-gee

Education

University of Maryland - College Park, MD

Expected May 2020

Bachelor of Science in Operations Management & Business Analytics; Information Systems

Honors College; Dean's scholarship

Experience

President, enTERPreneur - College Park, MD

Jan 2018 - Present

- Strategize club structure and strengthen mission of introducing entrepreneurship to underrepresented student communities
- Direct an executive board of 8 other members to plan monthly meetings, fundraisers, startup visits
- Initiate and oversee organization operations, promotion, and outreach

Assistant Marketing Director, Technica - College Park, MD

May 2017 - Nov 2018

- Promoted world's largest all-female hackathon through social media campaigns and email marketing to encourage gender diversity in the technology field
- Analyzed website metrics and key performance indicators with Google Analytics to adjust marketing strategies
- Wrote relatable and original Medium articles for the Technica brand
- Increased website traffic by 376% in month leading up to Technica 2017

Data Analytics Intern, Facebook - Menlo Park, CA

Jun 2018 - Aug 2018

- Analyzed online behavioral advertising (OBA) data to determine prioritization for the Ads Ranking Return On Ad Spend product
 - Highlighted importance of travel and financial verticals, and advertisers with cross-border revenue
 - Utilized big data technologies: SQL, Python, Excel pivot tables, bootstrap statistical analysis
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Projects

Potato the Game - Bitcamp 36-hour hackathon

Apr 2018

- Coded in Java for first time to program an original incremental game using Processing framework
- Sketched wireframes of different game screens
- Implemented iterative design thinking process to improve the user experience and interface

Music composition application

Sept 2017 - Nov 2017

- Conducted market research on and addressed issues with existing musical notation software
 - Interviewed potential customers in target market to validate value proposition and gain feedback for mockup
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Honors & Awards

Forbes Under 30 Scholar - *Forbes Magazine*

Sept 2018

Awarded exclusive free access to Forbes Under 30 Summit in Boston, MA

Adele's Circle of Women Scholarship - *University of Maryland*

Apr 2018

Awarded to female students who have shown outstanding leadership

Skills

SQL (Hive/Presto), HTML/CSS, JavaScript, Google Analytics, Visual Basic for Applications (VBA), Excel