

Emily O. Gee

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Education

University of Maryland - College Park, MD

Expected May 2020

B.S. Operations Management & Business Analytics, and Information Systems

Honors College - University Honors citation; Dean's scholarship

Experience

Assistant Marketing Director, *Technica* - College Park, MD

May 2017 - Nov 2019

- Promoted world's largest all-female and non-binary hackathon through social media campaigns and email marketing to encourage gender diversity and inclusion in tech
- Managed the Facebook advertising budget by running weekly ads to increase post engagement by over 100%
- Wrote original Medium articles for the Technica brand to engage our community

Data Science Intern, *Facebook* - Menlo Park, CA

May 2019 - Aug 2019

- Explored different user segments to understand product-market fit for new feature by querying, aggregating, and analyzing large datasets
- Applied NLU models to build data pipeline with predictions of commerce intent to gain insight on organic product usage
- Developed machine learning models to classify Facebook stories and determine feature importances

Data Analytics Intern, *Facebook* - Menlo Park, CA

Jun 2018 - Aug 2018

- Analyzed online behavioral advertising data to determine prioritization for the Ads Ranking Return On Ad Spend product
 - Highlighted importance of different verticals, and advertisers with cross-border revenue
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Projects

Classifying Kickstarter projects - *Data science project*

Nov 2019 - Dec 2019

- Cleaned and analyzed a dataset with details of over 300,000 Kickstarter projects
- Trained a kNN model to classify projects as successful or unsuccessful with 99% accuracy
- Compared model results and performance measures with other group members' methods to determine best classification procedure

Potato the Game - *Bitcamp 36-hour hackathon*

Apr 2018

- Programmed an original video game using Java and Processing framework
 - Collaborated with three other team members to code, debug, and present hack
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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), Python, R, HTML/CSS, JavaScript, Microsoft SQL Server, VBA, Excel, Git