

# Emily O. Gee

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## 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

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## 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

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## Skills

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