

Seattle, WA | [LinkedIn](#)

646-284-1063 | emmaph@uw.edu

EMMA HAMLET

Detail-oriented student pursuing dual degrees in Informatics and Psychology at the University of Washington, with experience in data analysis, database design, and user-centered research. Interested in applying technical and behavioral insights to product management, UX research, and health-focused technology.

EDUCATION

UNIVERSITY OF WASHINGTON – SEATTLE

B.S Informatics, B.A. Psychology - Expected June 2027

GPA: 3.97/ 4.0

Relevant coursework: **INFO 360** – Design Methods, **INFO 380** – Product & Information Systems Management, **INFO 330** – Database & Data Modeling, **CSE 163** – Intermediate Data Programming (Python), **INFO 340** – Client-Side Web Development, **PSYCH 345** – Social Psychology, **PSYCH 209** – Fundamentals of Psych Research

PROJECTS

MUSIC STREAMING PLATFORM DATABASE - SQL

- Designed a normalized relational database schema for a music streaming platform using ER diagrams, primary/foreign keys, and SQL constraints.
- Wrote analytical SQL queries to evaluate streaming trends, user behavior, and artist/album performance, supporting data-driven insights.

MUSIC CONSUMPTION & MENTAL HEALTH - PYTHON

- Conducted Python-based analysis on a public survey dataset to examine relationships between music listening behaviors and self-reported anxiety and depression.
- Applied exploratory data analysis, visualizations, and statistical tests to identify meaningful trends and evaluate underlying assumptions.

EXPERIENCE

SOCIAL MEDIA CONTENT CREATOR – [@UNDENIABLYEMMA \(INSTAGRAM\)](#)

JUNE 2022 – PRESENT

- Built and engaged a dedicated audience of 5,000+ followers, achieving a 7% engagement rate through creating authentic, data-driven content in fashion, beauty, and lifestyle, leveraging analytics to optimize reach and engagement.
- Analyzed post-level performance data to identify trends and inform content and collaboration decisions, increasing average engagement by ~20–25% over time.
- Collaborated with brand stakeholders including **CVS**, **Fabletics**, **Hollister**, **Drybar**, **Merit Beauty**, and **Minute Maid** to define campaign goals, align deliverables, and execute sponsored content informed by audience insights.
- Featured in [CanvasRebel's "Meet Emma Hamlet."](#) highlighting innovative content creation, community-building, and strategic use of data-backed insights.

SKILLS

- **Technical:** SQL, Python, R, HTML, CSS, JavaScript, Excel, Azure
- **Design:** Figma/Miro, Wireframing, Prototyping, Canva
- **Professional:** Communication, Collaboration, Project Management, Problem Solving