

# Gabrielle Ruehle

(919) 605-6194

[grruehle@ncsu.edu](mailto:grruehle@ncsu.edu)

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## OVERVIEW

Detail-oriented, roll-up-your-sleeves technologist able to tackle complex business challenges with a variety of analytical tools. Experience in the following areas:

- Problem solving
- Storytelling
- Product ideation
- Collaboration
- Data cleaning
- Data modeling

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## EDUCATION

### M.S. in Analytics

May 2022

Institute for Advanced Analytics, North Carolina State University, Raleigh, NC  
Carolina Data Challenge 2021 Media 1<sup>st</sup> Place

### B.S. in Statistics and Analytics; B.S. in Mathematics *with highest distinction*

May 2021

University of North Carolina at Chapel Hill, Chapel Hill, NC  
STAN Award Recipient

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## PRACTICUM

### U.S. Federal Government Agency, *Communication Lead*

- Preprocess over 1.7 million rows of semi-structured text data consisting of mixed media sources from social media and online news platforms
- Leverage NLP techniques including topic modeling and entity recognition to analyze the evolution of news topics throughout 2020
- Utilize supervised machine learning techniques to classify news articles as reliable or unreliable
- Use GIT and GitHub for version control in accordance with GitHub flow best practices
- Implement Agile framework to manage project milestones and deliverables for a 6-month period

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## SKILLS

- *Languages:* R, Python, SQL, SAS, Java
- *Certifications:* SAS Certified Specialist: Base Programming Using SAS 9.4, PCEP – Certified Entry-Level Python Programmer, Tableau Desktop Specialist Certification

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## EXPERIENCE

### TraKid

Raleigh, NC

#### UX Trial Design Intern

Sep 2020–Dec 2020

- Planned, scheduled, and managed three usability tests to collect user data and documented results for development team to improve the next version of products
- Redesigned the user interface of the TraKid support page using HTML/CSS to increase user engagement

### MetLife

Cary, NC

#### IT Problem Management Intern

Jun 2020–Aug 2020

- Led the first steps of establishing a data warehouse to improve IT Service Management analytic performance
- Collaborated with members of the IT Service Management team to design a data warehouse that would meet reporting needs
- Developed and diagrammed initial data warehouse schema design