HALEY JOHNSON

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EDUCATION

UNIVERSITY OF MICHIGAN SCHOOL OF INFORMATION   **Expected May 2023 • Ann Arbor, MI**
- Bachelor of Science in Information, minors in Applied Statistics & Digital Studies
- GPA: 3.96/4.0
- Skills: Adobe Creative Suite, CSS, Figma, HTML, JavaScript, PowerBI, Python, R, SQL, Tableau

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WORK EXPERIENCE

Incoming Product Analyst Intern • Meta   **November 2021 - Present • Menlo Park, CA**
- Will utilize SQL, UX principles and product skills to improve user engagement and experience, Winter 2022

Research Assistant • University of Michigan   **September 2021 - Present • Ann Arbor, MI**
- Examined interactions in online immigration discourse to understand ideological spread
- Utilized Python to conduct network and sentiment analysis on a large twitter dataset
- Built statistical models to identify what factors caused users to engage with content

Teaching Assistant • University of Michigan   **August 2021 - Present • Ann Arbor, MI**
- Provided instructional support for SI 106, Introduction to Python
- Assisted students with coding exercises in biweekly discussion sections, gave feedback on graded assignments, and reviewed course content during office hours

Marketing & Supplier Development Intern • Tenneco   **February 2021 - August 2021 • Grass Lake, MI**
- Gathered and presented research on two emerging markets to understand the competitive landscape and opportunities for entry
- Analyzed shareholder reports to estimate sales volume and potential revenue from new markets
- Designed, tested, and launched two PowerBI dashboard to automatically generate monthly reports

Communications Intern • State of Michigan   **August 2020 - May 2021 • Remote**
- Created a weekly newsletter for contact tracers to compile resources and share updates
- Transformed internal documents and public health guidelines into briefs suitable for volunteers
- Tracked volunteer hours, number of completed contact-tracing assessments, and other relevant metrics

Research Assistant • University of Michigan   **October 2019 - August 2020 • Ann Arbor, MI**
- Reviewed academic literature and summarized past findings to create briefs
- Collected and categorized observational data for four projects using Microsoft Excel
- Identified funding sources and grant opportunities for community-based research projects

Development Intern • Matenwa Community Learning Center   **June 2020 - August 2020 • Remote**
- Utilized online databases and 990 tax forms to identify potential funders and partnerships
- Wrote grant applications, letters of inquiry, and project budgets

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VOLUNTEER EXPERIENCE & EXTRACURRICULARS

Data Science Fellow • Bluebonnet Data   **February 2021 - June 2021 • Remote**
- Coordinated with campaign to understand their information needs and develop custom solutions
- Analyzed precinct data from North Carolina's ninth congressional district to explore correlations between voter turnout, party affiliation, and demographic factors
- Identified characteristics of newly registered voters and previous non-voter to improve outreach efforts

Managing Audience Engagement Editor • The Michigan Daily   **January 2020 - Present • Ann Arbor, MI**
- Streamlined content scheduling procedures to improve organizational efficiency
- Launched an Ann Arbor residents newsletter and faculty newsletter to reach new audiences
- Conducted two content audits per semester to evaluate The Daily's sourcing practices