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: 3.98/4.0
- Skills: Adobe Creative Suite, CSS, Figma, HTML, JavaScript, PowerBI, Python, R, SQL, Tableau

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WORK EXPERIENCE

Product Growth Analyst Intern • Meta   **May 2022 - August 2022 • Menlo Park, CA**
- Used SQL and Python to identified user-segments and verticals with the strongest retention
- Mapped user-journeys and funnels to identify stages with the weakest retention in order to focus efforts on areas with the greatest potential impact
- Sized impact of 6 product ideas using SQL and results from previous experiments to prioritizes projects

Research Assistant • University of Michigan   **September 2021 - Present • Ann Arbor, MI**
- Utilized machine learning models to label linguistic framing and toxicity in Tweets to understand patterns in public discussion and sentiment on immigration
- Analyzed the progression of linguistic framing throughout conversations using statistical techniques such as odds ratio, survival analysis and logistic regression

Teaching Assistant • University of Michigan   **August 2021 -Present • Ann Arbor, MI**
- Taught Intro to Python (Fall 2021) and Models of Social Information Processing (Fall 2022)
- Assisted students with coding exercises in biweekly discussion sections, gave feedback on graded assignments, and reviewed course content with students 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 opportunities for entry
- Analyzed shareholder reports to estimate sales volume and potential revenue from new markets
- Designed, tested, and launched two PowerBI dashboard to automate monthly quality assurance 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

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 to potential funders, 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 - December 2021 • Ann Arbor, MI**
- Consolidated content scheduling process from three workflows to one to improve organizational efficiency and cross functional collaboration
- Launched an Ann Arbor residents newsletter and faculty newsletter, which reached 1,500 readers who previously had little to no engagement with content from The Daily