

# HANNAH LUEBBERING

I am a data scientist particularly interested in the intersection of mathematical modeling, computing, and user interface design. I specialize in synthesizing insights from data using various programming languages and developing cutting-edge, user-centric platforms.



## EDUCATION

- 2021-2023 **UNIVERSITY OF WASHINGTON**  
Master of Science - MS, Data Science
- 2017-2021 **WAKE FOREST UNIVERSITY**  
Bachelor of Science - BS, Applied Mathematics  
• Association for Women in Mathematics, Executive
- 2019 **UNIVERSITY OF SYDNEY**  
Study Abroad, Real Analysis and Python  
• SUMS, Mathematics Society
- 2013-2017 **BLUE VALLEY NORTH HIGH SCHOOL**  
High School Diploma  
• Varsity Cross Country and Track, Team Captain, Science National Honor Society

## EXPERIENCE

- 2023-Present **DATA SCIENTIST AND ENGINEER**  
VuePlanner | New York, New York  
• Engineered and analyzed YouTube and Google Ad metrics data to uncover insights on video ad performance, audience reach, and effective bidding strategies.  
• Developed and implemented machine learning models for automating dynamic programmatic auction bids to maximize return on ad spend.
- 2021-2022 **VISUALIZATION DEVELOPER AND DATA ANALYTICS INTERN**  
Empower Retirement | Greenwood Village, Colorado  
• Built interactive data-driven infographics to provide relatable knowledge of capacity, cost, labor, and overall project management.  
• Analyzed cloud platform data and created Tableau dashboards to expose visibility into cloud resource expenses.
- 2020-2021 **DATA SCIENCE PEDAGOGY RESEARCH**  
Lucy McGowan's Lab, Wake Forest University | Winston-Salem, NC  
• Assisted Dr. McGowan in examining best practices for teaching statistical and programming concepts in R.  
• Developed and published interactive tutorials on using Tidyverse for data analysis.  
• Conducted randomized controlled trials using Shiny and Learnr software tools.
- 2019-2020 **HEALTH DATA ANALYTICS INTERN**  
Westmead Institute for Medical Research | Sydney, Australia  
• Researched data-driven approaches for evaluating biomedical risk factors and decision-making in personalized treatment of chronic diseases.  
• Analyzed electronic health record data for common chronic diseases and developed patient similarity models to generate dynamic treatment insights.

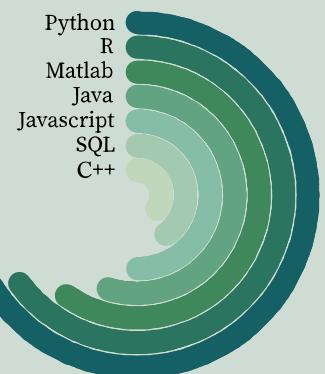
## CONTACT

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🔗 [huebbering.github.io](https://huebbering.github.io)

## SKILLS

- ✖<sup>2</sup> Mathematical Modeling  
☒ Machine Learning  
❖ Data Analytics and Visualizations  
ℳ Statistical Analysis  
⌚ Nanotechnology  
☒ Web Design

## PROGRAMMING



## TOOLS

- Tableau  
HTML/CSS  
D3.js  
AWS  
Adobe

 2018-2020 **NANOTECHNOLOGY IN SOLAR CELLS RESEARCH**  
Elham Ghadiri's Lab, Wake Forest University | Winston-Salem, NC  

- Worked in Dr. Ghadiri's Laboratory for Nano-Photochemistry.
- Acquired photoluminescence imaging, spectroscopy, and ultrafast pump-probe microscopy data from solar cell devices.
- Analyzed data to identify photophysical processes and evaluate device performance of nanostructured films.

2018-2019 **CONCUSSION RESEARCH ASSISTANT**  
Wake Forest Innovation Quarter | Winston-Salem, NC  

- Collected and analyzed kinematic data from instrumented mouthguard sensors to study the injury biomechanics of head impacts and concussions.

## VOLUNTEER POSITIONS

 2017-2018 **INTENSIVE CARE UNIT VOLUNTEER**  
Wake Forest Baptist Health | Winston-Salem, NC  

- Operated the front desk, assisted nurses and doctors, and organized files and equipment.

 2015-2016 **PATHFINDER**  
Children's Mercy Hospital | Kansas City, MO  

- Helped visitors navigate the hospital, assisted doctors in the sports medicine clinic.

 2015 **UCLA STUDENT VOLUNTEER**  
University of California, Los Angeles | Los Angeles, CA  

- Participated in various service projects around Los Angeles.
- Helped local environmental groups preserve marine habitats, provided meals and other assistance to underprivileged residents.

## EXTRACURRICULAR

 2019-2021 **ASSOCIATION FOR WOMEN IN MATHEMATICS EXECUTIVE COMMITTEE**  
Wake Forest University | Winston-Salem, NC  

- Led and participated in various programs and workshops to mentor students in math.