

# 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

## EXPERIENCE

- 2023-Present     **DATA SCIENTIST, DIGITAL ADVERTISING ANALYTICS**  
VuePlanner | New York, New York  
• Conduct advanced analysis of YouTube and Google Ad metric data to derive insights on video ad performance, audience reach, and optimized bidding strategies.  
• Implement ML 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  
• Analyzed cloud platform data to uncover insights for optimizing resource expenses.  
• Built interactive Tableau dashboards for real-time reporting on costs, capacity, project management, resource allocation, and operational efficiency.
- 2020-2021     **DATA SCIENCE PEDAGOGY RESEARCH**  
Lucy McGowan's Lab, Wake Forest University | Winston-Salem, NC  
• Examined 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.
- 2018-2020     **NANO TECHNOLOGY IN SOLAR CELLS RESEARCH**  
Elham Ghadiri's Nano-Photochemistry Lab | Wake Forest University  
• 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.

## 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.

## CONTACT

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## SKILLS

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

## PROGRAMMING

- ✖<sup>2</sup> Python  
✖ R  
✖ SQL  
✖ Javascript  
✖ Matlab

## TOOLS

- ✖<sup>2</sup> Tableau  
✖ HTML/CSS  
✖ Looker Studio  
✖ AWS  
✖ Adobe