

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 • Engineer and analyze YouTube and Google Ad metrics data to uncover insights on video ad performance, audience reach, and effective bidding strategies. • Develop and implement 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.

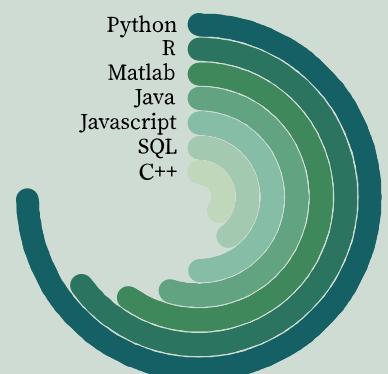
CONTACT

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🔗 huebbering.github.io

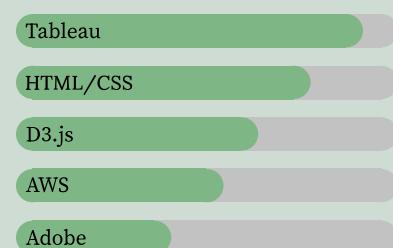
SKILLS

- ✖² Mathematical Modeling
☒ Machine Learning
❖ Data Analytics and Visualizations
ℳ Statistical Analysis
⚡ Nanotechnology
🌐 Web Design

PROGRAMMING



TOOLS



 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.