Jomaica Lei

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EDUCATION

SEATTLE UNIVERSITY, Albers School of Business and Economics   **2022 – 2023**
Master of Science in Business Analytics

- Cumulative GPA: 3.8/4.0 (Dean's List – Spring 2022)
- Relevant Coursework: Machine Learning, Big Data Analytics, Statistical Modelling, Financial Forecasting, Applied Econometrics, Database Management, Probability and Discrete Mathematics
- Clubs & Organizations: Up to Data – an organization focused on using data science methodologies and statistical analysis to solve problems in our communities.

WORK EXPERIENCE

American Astronomical Society   **Washington, DC**
Data Scientist   01/2022 – 10/2022

- Utilized Python and Asteca on high performance computing algorithm to work with the BDBS and Gaia data with follow-up photometry and spectroscopy for our target globular clusters.
- Developed methods that will enable corrections of the large and variable extinction present in the inner Galaxy.
- Determined < 1% of these stars have larger distances from the cluster center using a vector-point diagram of proper motions.

SimFit App - Startup   **Seattle, WA**
Product Development Intern   06/2021 – 09/2021

- Helped launched the feature in-app token conversion to redeem exclusive offers from the users favorite fitness brands such as Nike and Adidas. We raised $18K in seed funding due to the success of the product.
- Evaluated the performance of products, created user personas, new and existing features against goals on a regular basis and developed recommendations for improvement.
- Worked with cross functional teams to create market and competitive assessments using primary and secondary research.

Inspire Insurance Northwest   **Lakewood, WA**
Product Marketing Intern   02/2021 – 06/2021

- Analyzed website data and created marketing campaigns which resulted in a 3% increase in sales over the course of 4 months.
- Maximized advertising efforts through media relations, corporate communications, and social media content.
- Developed and updated sales promotions using SQL Server.

RELEVANT EXPERIENCE

Promotional Sales Analytics Project   **Spring 2022**

- Used SQL Server to create queries and analyzed successful and unsuccessful promotions by sales performance along with demographics of sales customers.
- Utilized Power BI to create data visualization from the transformed datasets to provide report on sales insights.
- Created a technical analysis report along with a business memo from my findings.

Advertising Analytics Project   **Winter 2022**

- Used R Markdown to analyze pricing models (CPM, CPC and CPA) and test the linear regression model and performed an A/B test to discover the factors that influence sales.

SKILLS

- **Technical:** R, SQL, Python, Azure, Git, Power BI (listed in terms of proficiency)