

JASMINE NG

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EDUCATION

Cornell University, College of Engineering

Ithaca, NY

Master of Engineering, Operations Research: Data Analytics Concentration || GPA: 3.8

Expected December 2021

Bachelor of Science, Operations Research || GPA: 3.4

December 2020

- **Relevant Coursework:** Simulation Modeling & Analysis, Data Science & Machine Learning, Applied Time Series Analysis, Statistical Data Mining, Stochastic Processes, Spreadsheet Modeling, Engineering Probability & Statistics, Big Messy Data

WORK EXPERIENCE

Nestlé USA

Arlington, VA

Digital Analytics Internship

June 2021 — August 2021

- Owned and built a natural language processing toolkit with sentiment scoring, topic modeling, and text mining capabilities
- Reduced the time for brands to formulate consumer alignment strategies from product reviews by 120-180 hours annually
- Scaled and productionalized the toolkit to advise the marketing team by identifying content drivers for consumer engagement
- Implemented a pipeline to improve sales prediction by applying various feature selection, clustering, and forecasting models

The Home Depot

Ithaca, NY

Data Science Co-op

November 2020 — May 2021

- Increased conversion rate by 37% by modeling the optimal landing page type and content for various customer segments
- Performed clustering and network analysis to predict a customer's purchase propensity and the most profitable journey path
- Conducted data wrangling to ensure sensible consumer behaviors in the clickstream data using Google BigQuery & Python

Aretove Technologies

New York, NY

Data Science Intern

June 2020 — August 2020

- Developed a product recommendation engine in Neo4j and Python for a retail client using ecommerce data
- Implemented customer journey mapping to reduce merchandising funnel chokepoints and projected a 20% revenue lift
- Led training sessions to spearhead the team's adoption of Neo4j machine learning practices and graph databases

24/7 TEACH

New York, NY

Software Engineering Intern

June 2019 — September 2019

- Analyzed and organized AB tests to maximize website KPIs such as click-through rate to ensure optimal user experience
- Developed final company website from scratch after several iterations with feedback from the CEO and other key stakeholders
- Debugged, tested, and documented dozens of bugs of the data analysis application

LEADERSHIP EXPERIENCE

Cornell University Course Staff

Ithaca, NY

Graduate and Undergraduate Teaching Assistant for Engineering Probability and Statistics

August 2019 — December 2021

- Hosted weekly instruction and guidance sessions to tutor and mentor students in R, SQL, PHP, and JavaScript
- Led lab section of 30 students by facilitating classroom discussions and grading projects

Cornell Engineering Career Fair Team

Ithaca, NY

Product Manager

October 2017 — May 2020

- Coordinated between 3 teams to ensure punctual delivery of user-friendly apps used by over 3,000 students and employers
- Conducted user surveys to garner feedback in efforts to improve the team's iOS and Android Apps, and website

TECHNICAL SKILLS

- **Data Science Tools:** pandas, NumPy, Apache Spark, matplotlib, scikit-learn, SciPy, seaborn, dplyr, ggplot2
- **Programming Languages:** Python, R, SQL, Julia, Cypher, Excel, PHP, Java, JavaScript, VBA, AMPL, HTML, CSS
- **Technologies:** Databricks, Google BigQuery, KNIME, Neo4j, Jupyter, Git, Excel, Microsoft Azure