Jasmine Jordan-Lake

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Education

Baylor University   **Waco, TX**
Bachelor of Science in Informatics   August 2022 - May 2026
- GPA: 3.91
- Minor(s): Business Administration, Mathematics
- Relevant Coursework: Algorithms and Data Structures, Analytics for Machine Learning, Discrete Structures, Probability and Statistics, Linear Algebra, Database Design and Applications, Computational Systems for Data Science, Cloud Computing

Baylor Business in Maastricht: Fall 2023   **Maastricht, NL**
- Participated in an international business study abroad, enhancing global business acumen and cross-cultural understanding.

Employment

MP&F Strategic Communications   **Nashville, TN**
Marketing and Data Analytics Intern   May 2024 - August 2024
- Composed 16 comprehensive data analysis reports using Google Looker Studio Dashboards for senior living companies, providing in-depth analysis of ad engagement and lead generation to drive more effective marketing strategies.
- Produced 7 detailed weekly media monitoring reports for a large retail company using Muck Rack, evaluating articles and public perception to provide strategic insights and refine marketing approaches.
- Managed and uploaded ads for over 20 senior living communities using Facebook Creative Hub, optimizing campaign deployment to enhance reach and engagement.

NFLxNBAPolls   **Remote**
Visual Content Creation Director, Owner   June 2018 - Present
- Implemented strategic content and data-driven marketing techniques on Instagram to see an ~18,000 increase in online followers.
- Utilizes Photoshop to create 500+ informationally dense and visually appealing posts, resulting in radically increased user interactions and engagement.

WinSideline   **Remote**
Social Media Marketer   January 2020 - March 2020
- Cooperated with colleagues to discuss strategies for boosting engagement and promoting the newly developed app, fostering a dynamic and productive team environment.
- Strategized posts that increased content creation, likes, and views by over 250% on Instagram.

Technical Skills
- Python, SQL, R, Tableau, HTML, Google Looker Studio, Microsoft Office Suite, Adobe Photoshop, Adobe Premiere Pro

Projects

Flask Sakila Database Web Application / Python, SQL, HTML   **May 2024**
- Developed 3 web application pages using Flask and HTML, implementing SQL queries to extract and display data from the Sakila database in a dynamically generated table.

Bank Marketing Persuasive Analysis / Python   **May 2024**
- Analyzed direct marketing campaigns using the Bank Marketing Dataset from UCI, applying the K-Nearest Neighbors algorithm to predict client subscriptions to term deposits.
- Visualized 5 demographic and marketing factors influencing subscription decisions and provided actionable insights for targeted marketing strategies and improved business outcomes.

Baylor Southwest Data Science Conference - Poster Presentation / Python   **March 2024**
- Presented findings with a technical research poster after assessing 3 socioeconomic variables to identify income disparity factors.
- Applied Naïve Bayes to model income level predictors based on the UCI Adult Census, achieving a prediction accuracy of 81%.

Honors and Achievements
- Graduated *summa cum laude* from Brentwood High School (TN) and President of Math Honor Society (Mu Alpha Theta).
- President of Baylor's Asian Ministry InterVarsity (2024-2026).
- Girl Scout Silver Award Recipient.
- Winner of Madison Award 'Best Commercial' in 2020 for Brentwood High School TV + Film Program.