JASMINE K. HILL

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EDUCATION

University of Maryland at College Park December 2023
Robert H. Smith School of Business
Master of Science, Business Analytics

University of Maryland at College Park May 2022
Robert H. Smith School of Business
Bachelor of Science, Marketing

WORK EXPERIENCE

Weber Shandwick Silver Spring, MD
Business Analytics Intern June 2024 – Present
- Process new launches and signal authorizations, ensuring accuracy in affiliate network services information
- Generate analytical reports from internal and external data sources, including sales reports and market distribution analyses
- Complete month-end close tasks with high accuracy, supporting data reconciliation for subscribers, billing, and signals, and resolve affiliate change requests while supporting special projects and maintaining data integrity

Weber Shandwick Washington, DC
Business Analytics Intern September 2023 – January 2024
- Utilized social listening platforms and advanced analytics to track and analyze media coverage, providing valuable insights and data-driven recommendations to clients
- Identified emerging trends and opportunities in social media strategy through in-depth data analysis
- Generated custom reports and dashboards to visualize media performance metrics, including reach, sentiment, and share of voice, enhancing client understanding of their brand's media presence

Boeing Remote
Program Management Intern May 2023 – August 2023
- Performed and organized risk/opportunity analysis for projects in a digestible format
- Examined project scope and assist in the writing of contract actions to address out-of-scope requests
- Investigated and explained data discrepancies in recurrent compliance metrics report

Amtrak Washington, DC
Loyalty Marketing Intern May 2022 – December 2022
- Presented analysis of Customer Satisfaction Index scores identify potential variables affecting customer experience
- Analyzed data in excel to determine impact of new digital lounge pass
- Utilized Adobe Analytics to analyze and recommend optimizations for Amtrak Guest Rewards webpages, enhancing visitor experience
- Lead the creation of Amtrak Gift Card banner for usage in customer communication emails

Ornsby Dozier LLP Washington, DC
Legal Assistant/Marketing Associate September 2020 – October 2021
- Collected and analyzed data, using web traffic metrics such as page visits, link popularity, and click-through rates
- Optimized website exposure by analyzing search engine patterns to direct online placement of keywords or other content
- Enhanced collation of case documentation and administrative tasks by implementing a consistent and conventional file naming system

SKILLS

Proficiency in: Microsoft Office Suite, Adobe Analytics, R, SQL, Python, Tableau, SPSS, Qualtrics, Salesforce, Talkwalker