

# JASMINE K. HILL

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## EDUCATION

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### 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

## AWARDS

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### Smith Analytics Consortium: 4th Annual Datathon – 3rd Place Winner

April 2023

- Collaborated in a group of five students from various educational backgrounds to pitch a short-term rental investment opportunity based on historical Airbnb data
- Collected, analyzed, and visualized external datasets in R, Python, and Tableau to support investment pitch in addition to research on relevant information, including property costs, borough attractions, and risk analysis

## WORK EXPERIENCE

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### Weber Shandwick

Washington, DC

*Business Analytics Intern*

September 2023 – December 2023

- 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
- 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

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