

KATELYN DONN

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EDUCATION

Northeastern University, Khoury College of Computer Sciences

Boston, MA

BS in Data Science & Business Administration (Concentration: Finance, GPA: 3.81)

May 2025

Relevant Coursework: Machine Learning & Data Mining, Large Scale Information Storage & Retrieval, Advanced Programming, Information Presentation & Visualization, Database Design, Creating Business Value with Data & AI, Investments

Awards & Activities: Dean's List, Delta Sigma Pi Business Fraternity, IDEA Venture Accelerator, Khoury Teaching Assistant

WORK EXPERIENCE

Moderna

Cambridge, MA

Data Visualization Analyst Co-op

Jul 2023 – Dec 2023

- Led internal product performance analysis, using Tableau to extract user behavior insights to inform decision-making
- Modeled projections for generative AI programs to determine viability and usability; identified features to improve UI/UX
- Digitized administrative processes using Tableau Server Client, e.g., data refresh schedules and user permission updates
- Created scripts for user data uploads, increasing internal Tableau and Dataiku account creation and usage by 300%
- Streamlined company-wide data extraction through Dataiku and Amazon Redshift for cleaning, blending, and analysis
- Developed automated scripts to optimize vaccine communication, dose notifications, and appointment reminders

Northeastern University, Marketing Department

Boston, MA

Data Researcher

May 2022 – Present

- Orchestrate in-person surveys and A/B tests to identify relevant market data to support efficacy of marketing hypothesis
- Conduct literature reviews regarding sustainability, green-washing, and green taxes through the Journal of Service Research
- Extracted actionable insights for next steps and developed a coherent roadmap through analysis of consumer behavior
- Submitted findings to the 2023 AMA Academic Conference, delving into the dynamics of sustainable business practices

LEADERSHIP EXPERIENCE

WISE – Women's Interdisciplinary Society of Entrepreneurship

Boston, MA

Co-Vice President of WeInvest

Nov 2023 – Present

- Conceive and launch WeInvest, a VC incubator advocating for equitable investment practices for underrepresented groups
- Coordinate demo days for real-world investment exposure, enhancing students' practical understanding of VC operations
- Develop extensive curriculum for the cohort, including funding rounds, firm specializations, and founder pitches
- Organize a student pitch contest within WISE for the cohort to demonstrate their acquired VC knowledge and skills

NUImpact – Northeastern University's Impact Investment Fund

Boston, MA

Director of Operations

Apr 2023 – Jan 2024

- Developed tailored partnership proposals, aligning fund resources with incubator needs to assist with internal sourcing
- Spearheaded strategic outreach initiatives with student-run venture accelerators and funds across Northeast universities

Investment Analyst

Apr 2022 – Apr 2023

- Sourced 100+ local companies, drafted and created 1 Investment Review Memorandum, and closed 1 investment
- Documented the impact of 200+ companies, conducted due diligence, evaluated financial profiles and product-market fit

PROJECTS

S&P 500 Dashboard

Skills: Python, PyCharm, Dash Bootstrap Components, Pandas, Plotly

Feb 2023 – Apr 2023

Created an interactive S&P 500 Dashboard with 4 main visualizations that allow users to analyze and explore stock performance (percent growth, average closing price, top performing stocks, S&P 500 price) through user-specified time frames and industries.

FriendshipWorks

Skills: Python, PyCharm, HTML/CSS, Tableau

Feb 2023 – Apr 2023

Led data-driven project for a nonprofit connecting volunteers with seniors in need of medical support. Developed metrics, created meaningful visualizations for grant applications, and quantified gratitude through metrics like volunteer-senior match length.

Menuette

Skills: MySQL, Python, Figma, PyCharm, DataGrip, Docker, Flask API, AppSmith, Ngrok

Sep 2022 – Dec 2022

Designed a database-driven restaurant review software platform with a minimum viable product interface that focuses on menu-specific restaurant reviews and foodie communities while catering to both sides of the marketplace (restaurant goers/owners).

SKILLS AND INTERESTS

Computer Skills: Python; MySQL; Tableau; Dataiku; Excel; PyCharm; GitHub; Figma; HubSpot; NoSQL; Redis; CSS; MongoDB

Interests: Sustainable Fashion, Chinese Dance, Baking, Mahjong, National Parks, Bullet Journaling, Yoga, Fiction Novels, Painting