

Michela T.S. Effendie

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WORK EXPERIENCE

U-LINK AI Research Lab, University of Miami

Miami, FL

AI Scientist

June 2024 – Present

- Developed and deployed a Retrieval-Augmented Generation (RAG) framework to enhance LLMs and support interdisciplinary research collaboration in molecular modeling and bioinformatics.
- Designed and implemented interactive AI agents and automated pipelines to facilitate biologically based solutions for new-generation concrete and other applications.
- Coordinated interdisciplinary teams and organized AI training workshops that integrate AI tools to enhance AI literacy among faculty, students, and postdocs.

IDEAS Consortium for Children Research, University of Miami

Miami, FL

Database Manager

February 2024 – Present

- Conducted data analysis and preprocessing in collaboration with the Institute of Data Science and Computing at UM using R which increased data accuracy by 25% and reducing data processing time by 30%.
- Developed and refined data workflows and protocols for seamless integration and analysis across various research studies, improving efficiency by 35%.
- Created and managed databases to support research initiatives with 50% improved retrieval speed and ensured database uptime which enhanced research productivity.

JetBlue Travel Products

Dania Beach, FL

Jr. Web Analyst

November 2022 – April 2023

- Utilized SQL, BigQuery, Google Analytics, and Looker Studio to create reports, generate insights, and predict trends and/or events.
- Mentored by Lead Data Analyst to analyze our websites in terms of user behavior, revenue, product health, etc.

Gulfstream Goodwill Industries

West Palm Beach, FL

Digital Marketing Specialist

June 2022 – November 2022

- Generated reports on Hootsuite and Microsoft Excel to conduct trend analysis for social media marketing content, increased reach by 30% and engagement by 72%.
- Gathered, cleaned, and analyzed data using Excel and Google Analytics, increased target reach by 13%.
- Collaborated with the Vice President of Marketing to grow Instagram and LinkedIn accounts, implementing posting schedules for popular content which increased total followers by 9.6% within 6 weeks.
- Cleared over 100 marketing backlogged requests.

LEADERSHIP EXPERIENCE

PT. Pelayaran Kurnia Lautan Semesta

Remote

Digital Marketing Manager

June 2023 – Present

- Developed and maintained strong relationships with key stakeholders and third-party vendors.
- Oversaw a team of digital marketing specialists, increasing productivity by 25%, campaign success rates by 20%, and boosted online engagement by 40%, achieving a 15% increase in conversion rates.

EDUCATION

University of Miami

Miami, FL

MS in Data Science (GPA: 4.0)

Graduation Date: December 2024

- Data Science and Computational Biology Lab, Data Analytics Student Assoc., Taekwondo Club

Keiser Univesity

West Palm Beach, FL

BS in Interdisciplinary Studies, Marketing and Entrepreneurship (GPA: 4.0)

Graduation Date: May 2022

- **Valedictorian**, Summa Cum Laude, Greatness Leadership Student Ambassador, Association of Student-Athletes, NAIA Golf Player of the Year, COSIDA Academic All-American, WGCA All-American Scholar, Seahawks Pitch Competition Finalist (2021 & 2022)

Zero To Mastery Bootcamp

Remote

Data Science Track

Graduation Date: May 2024

SKILLS & INTERESTS

Skills: Python | R | SQL | LangChain | PyTorch | TensorFlow | HTML | CSS | Google Analytics | Microsoft Office | Photoshop | Illustrator | Google Data Studio | Google Tag Manager | Google BigQuery | Jira | Git

Languages: Professional English | Professional Indonesian | Basic Mandarin

Interests: Data Analytics, AI, Machine Learning, Research, UI/UX Design, Graphic Design, Golf, Taekwondo