Mackenzie Francisco

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Senior at the University of Michigan's School of Information with academic experience in: using Python to extract useful information from data; performing regression analyses in R to better understand user behavior; and identifying stakeholders and their interests to ensure successful project completion. Seeking full-time employment as a data analyst.

EDUCATION

University of Michigan, School of Information - Information Analysis
Ann Arbor, Michigan   **Bachelor of Science in Information April 2018**
- Cumulative GPA: 3.789; Winter 2017 GPA: 3.914; University Honors - All Semesters; UMSI Dean's List

RELEVANT PROJECTS

Final Project, SI 330 (Data Manipulation) - Winter 2017
Common Themes in the Top 100 Movies of 2016
- Read the contents of a web page listing the top 100 movies from 2016 into an HTML file and then parsed using the Python library, BeautifulSoup.
- Used the extracted movie titles to query the OMDb API, returning JSON metadata about each movie.
- Created a bar chart of the top 30 words across all 100 plot summaries and their respective frequencies using Plotly.

Consumer Search Assignment, SI 425 (Introduction to User Modeling) - Fall 2016
Determining Air France's Most Valuable Campaigns
- Aggregated the sum of clicks, impressions, total cost of clicks, number of bookings, and total revenue from bookings for each of Air France's DoubleClick campaigns.
- Wrote formulas within Excel to calculate the click-through rate, conversion rate, and ROI for each campaign and publisher to determine where Air France should be directing more resources.

WORK EXPERIENCE

Social Media Editorial and Analytics Intern, University of Michigan - UMSocial
Ann Arbor, Michigan   **May 2017 - Present**
- Conducted monthly analytics for Facebook, Twitter, and Instagram using platform-based tools and wrote formulas within Excel to calculate growth over time.
- Wrote monthly recaps summarizing the department's top-performing and creative campaigns for publication on their university website, which has more than 2,000 monthly active users.

LEADERSHIP

Consultant and Founding Member, Social Media Consulting Club (SMCC)
Ann Arbor, Michigan   **May 2017 - Present**
- Collaborated with other founding members to develop the mission and vision of the organization, forge relationships with university departments, and recruit members.
- Worked with the University of Michigan's Office of Undergraduate Admissions to create a process for collecting and reporting analytics and to determine how and when to engage their audience.

Education Vice President, Gamma Phi Beta Sorority - Beta Chapter
Ann Arbor, Michigan   **December 2016 - Present**
- Managed the policies and procedures of the Education Department and supervised the work of 13 officers.
- Planned and executed weekly educational programming and more than 15 events for between 70 and 230 members.

Core Member, EnCore - Co-Ed, Multicultural, Hip Hop Dance Group
Ann Arbor, Michigan   **April 2016 - Present**
- Created a new website for the organization utilizing Squarespace that has more than 4,600 page visits to date.
- Produced social media content and promo videos with a combined 15,000+ views to garner interest in our auditions.

SKILLS

Programming Languages: Python, SQL, C++
Software and Applications: Jupyter Notebook, R, STATA
Professional Experience Developing Social Media Strategy and Content
Conversational Spanish