

MAGGIE LOU

Portfolio: Maggie-Lou.github.io

4 Black Fox Lane, Greenwood Village, CO 80111 | MargaretLou2019@u.northwestern.edu | 303-362-3343

EDUCATION

Northwestern University McCormick School of Engineering	Evanston, IL
Bachelor of Science Degree Computer Science	Expected Graduation: June 2019
<ul style="list-style-type: none">Cumulative GPA: 3.89/4.00Murphy Scholar (\$4000 grant to pursue entrepreneurship, weekly seminars by Northwestern research faculty)Honors: Dean's List Academic Honors 3 quarters, National Merit Scholar 2015	

Technical Skills: C++, Java, R, SQLite, MATLAB, HTML/CSS, JavaScript, Alteryx, Microsoft Office

EXPERIENCE

Over	Cape Town, South Africa
<i>Data Science Intern</i>	July 2016 – August 2016
<ul style="list-style-type: none">Created a KPI dashboard using Ruby and R that scrapes data analytics platforms and updates daily to promote transparency within the company, establish a baseline for company goals, and evaluate marketing successDeveloped the back-end of the beta version of an iOS text-generation feature; included writing scripts in R, managing a SQLite database, creating an API, and working with image recognition and natural language processing	
QuesTek Innovations LLC	Evanston, IL
<i>Technology Analyst</i>	March 2015 – June 2015
<ul style="list-style-type: none">Wrote programs in C++ and MatLab that interface with materials science databases and thermodynamic calculation software, eliminating 3-4 hours per project of manually inputting thousands of data pointsModified a data mining decision tree in R to more accurately map to the data; returned a R^2 value of 0.958	
Segal Design Institute	Evanston, IL
<i>Biomedical Design Analyst</i>	September 2015 – December 2015
<ul style="list-style-type: none">Evaluated 150 patents by mapping major design changes onto a timeline of bacterial breakouts to determine high-risk innovations; recommendations were presented to biomedical design experts to guide future instrument redesigns	
Spectrum Retirement Communities	Denver, CO
<i>Data Analytics Intern</i>	May 2015 – August 2015
<ul style="list-style-type: none">Wrote demographic programs in Java and Alteryx that compiled the personal information of over 4,000 clients; helped the marketing team identify a target demographic of 48-55 year old femalesCreated data-driven models to predict occupancy rates of potential sites and the success of marketing efforts; concluded an optimal 15 mile radius to guide the marketing team to narrow its advertising range	

LEADERSHIP

RezEssentials	Evanston, IL
<i>Marketing Director</i>	October 2015 – August 2016
<ul style="list-style-type: none">Designed advertisements and negotiated marketing partnerships with local publications to increase revenue by 30%Redesigned the website to use SEO techniques, like keyword research, indexable content, and crawlable link structures; site is now ranked first on Google for the top five search terms and site traffic increased by 32% per day	
Alpha Kappa Psi Business Fraternity	Evanston, IL
<i>Pledge Class President</i>	April 2016 – June 2016
<ul style="list-style-type: none">Ensured that 23 members of the pledge class reached benchmarks and committee goals required for initiationOversaw three internal committees responsible for fundraising, professional development, and social activities	

ADDITIONAL

Languages: English (Native), Mandarin (Intermediary), French (Basic Conversation)

Memberships: Dance Marathon (External Website Programmer), Delta Gamma Sorority, Society of Women Engineers

Interests: Backend Development, Data Analytics, Travel, Skiing, Exotic Foods, Photography, Adrenaline