

# MAGGIE LOU

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

## EDUCATION

|  |  |
|--|--|
| <b>Northwestern University</b>   McCormick School of Engineering<br>Bachelor of Science Degree   Computer Science  | Evanston, IL<br>Expected Graduation: June 2019 |
| <ul style="list-style-type: none"><li>Cumulative GPA: 3.93/4.00</li><li>Murphy Scholar (\$4000 grant to pursue entrepreneurship, weekly seminars by Northwestern research faculty)</li><li>Honors: Dean's List Academic Honors 2 quarters, National Merit Scholar 2015</li></ul> |  |

## WORK EXPERIENCE

|   |  |
|---|--|
| <b>Over</b><br><i>Data Analytics Intern</i>   | Cape Town, South Africa<br>July 2016 – August 2016 |
| <ul style="list-style-type: none"><li>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 success</li><li>Developed a beta version of an iOS feature that uses image recognition to recommend quotes to users based on photos they have uploaded, in order to entice customers to join paid subscriptions for the mobile application</li></ul>          |  |
| <b>QuesTek Innovations LLC</b><br><i>Technology Analyst</i>   | Evanston, IL<br>March 2015 – June 2015             |
| <ul style="list-style-type: none"><li>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 points</li><li>Modified a data mining decision tree in R to more accurately map to the data; returned a <math>R^2</math> value of 0.958</li></ul>  |  |
| <b>Segal Design Institute</b><br><i>Biomedical Design Analyst</i>   | Evanston, IL<br>September 2015 – December 2015     |
| <ul style="list-style-type: none"><li>Investigated design flaws in biomedical instruments by conducting interviews with industry experts and research in scientific journals; findings were presented to biomedical design experts to guide future instrument redesigns</li><li>Evaluated over 150 patents by mapping major design changes onto a timeline of bacterial breakouts to determine high-risk innovations; recommendations were presented to Chicago-based hospitals to help minimize risk</li></ul> |  |
| <b>Spectrum Retirement Communities</b><br><i>Marketing Intern</i>   | Denver, CO<br>May 2015 – August 2015               |
| <ul style="list-style-type: none"><li>Wrote demographic programs using Java and Alteryx, that compiled the personal information of over 4,000 clients</li><li>Concluded, based on data, an optimal 15 mile radius to guide the marketing team to narrow its advertising range</li><li>Analyzed data on Excel and Alteryx to predict occupancy rates of potential sites and to identify a target demographic of 45-48 year old females; findings are now used by the growth and marketing teams</li></ul>        |  |

## LEADERSHIP

|   |  |
|---|--|
| <b>RezEssentials</b><br><i>Marketing Director</i>   | Evanston, IL<br>October 2015 – August 2016 |
| <ul style="list-style-type: none"><li>Implemented a new targeted marketing model with a \$2,000 annual budget, with an increased focus on international students and localized promotions based on dorm and age, that is expected to increase revenue by 150%</li><li>Conducted market research, with surveys of Northwestern students, and analyzed potential new product offerings to determine an optimal product line in order to capitalize on untapped market niches and double market share</li><li>Created a website, ranked first on Google for the top five search terms, that utilizes SEO techniques, like keyword research, indexable content, and crawlable link structures, that boosted site traffic by 30% per day</li></ul> |  |
| <b>Alpha Kappa Psi Business Fraternity</b><br><i>Pledge Class President</i>   | Evanston, IL<br>October 2015 – June 2015   |
| <ul style="list-style-type: none"><li>Ensured that 23 members of the pledge class reached benchmarks and committee goals required for initiation</li><li>Organized three bake sale fundraisers that generated \$800 in profits to cover operational costs of the fraternity</li></ul>   |  |

## ADDITIONAL

**Languages:** English (Native), Mandarin (Intermediary)  
**Technical Skills:** C++, R, SQLite, MATLAB, Java, HTML, CSS, Alteryx, Microsoft Office  
**Memberships:** Dance Marathon (External Website Programmer), Delta Gamma Sorority, Society of Women Engineers  
**Interests:** Travel, Hiking, Running, Tennis, Skiing, Coffee Shops, Trying Exotic Foods, Indie Music, Photography