

MARISSA BEATY

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I am a fast enthusiastic learner excited about synthesizing large amounts of research and data into a concise and clear narrative to assist business decisions made by institutions and stakeholders.

TECHNICAL SKILLS

- **Python:** pandas, sklearn, NumPy, Keras, Tensorflow | Querying in SQL
- **Data Visualization:** matplotlib, plotly, Tableau
- **Data Collation and Processing:** CMS Management, Google Cloud Platform, Excel

PROFESSIONAL EXPERIENCE

PROGRAM COORDINATOR

January 2020 – August 2022

PROGRAM ASSISTANT

March 2019 – December 2020

South Asia Summer Language Institute, Madison, WI

Groups and Awards: Marketing Committee, Inclusion and Diversity Committee, Staff Excellence Award

- Developed novel data processing, cleaning, and reporting techniques that increased the efficiency of data management by 25 percent, workshopped these techniques for internal and external stakeholders to adopt.
- Collaborated with domestic and international institutions to develop, implement, and evaluate one or more academic programs managing \$3 million in assets, establishing a world-renown reputation for the program.
- Revamped multiple digital and physical platforms by leveraging user feedback to create innovative business solutions that enhanced accessibility and performance resulting in a 300% increase in program applications.

COMMUNITY LITERACY PROJECT

HEX-U FELLOW

January 2020 – May 2022

Madison, WI | Published in the Community Literacy Journal

- Collected and curated personal narratives, geo-spatial data, medical records, and fiscal information from two significant 1,000-year floods, preserving valuable historical records for museum archives.
- Created impactful reports and data visualizations that effectively communicated the risks and implications of flood disasters to inform and advise public officials on strategic decision-making.

CURATORIAL INTERN

January 2020 – May 2020

Madison Museum of Contemporary Art

- Worked alongside curatorial staff, museum partners, and artists to design, build, and execute a physical and, for the first time, digital exhibition honoring sculptors Sebura&Gartelmann.
- Hosted discussion forums with the artists and community members to increase engagement with the museum, resulting in a successful attendance of over 500 community members.

DITIGAL EDITOR

September 2018 – May 2020

STAFF WRITER

September 2017 – May 2020

The Dish Magazine | Illumination Magazine

- Utilized advanced research techniques to identify and analyze story leads that align with the magazine's brand, current trends, and user interests, resulting in a substantial increase in annual readership by several thousand readers.
- Proficiently managed the end-to-end production of two semi-annual physical magazines, and weekly digital magazine, overseeing editing, design, and publication, with each release reaching an audience over 10,000 readers.

INFORMATION TECHNOLOGY CONSULTANT

March 2018 – October 2018

Wisconsin School of Business, Madison, WI

- Spearheaded the end-to-end digitization process of institutional research increasing user accessibility to over 40,000 staff and students.
- Researched and analyzed emerging technologies, providing valuable insights to client decision-making processes, resulting in the selection and installation of cutting-edge digital technologies.
- Developed user-friendly guides to facilitate staff adoption of implemented technologies, maximizing organizational productivity and reducing the need for on-site technical support by 30%.

EDUCATION

Master of Science in Data Science and Artificial Intelligence

University of Arts London | GPA: 3.9

- Awards and Honors: Course Representative | Postgraduate Excellence Scholarship
- Relevant Coursework: Personalization and Machine Learning, Natural Language Processing

Bachelor of Arts in English | Bachelor of Arts in Art History

University of Wisconsin – Madison | GPA: 3.7

- Awards and Honors: Academic Excellence Scholarship, Hex-U “Humanities” Fellowship, Louise Troxell “Outstanding Female Student” Award Nomination, Vicky Lee Hirsch Endowment for Conservation Scholarship
- Relevant Coursework: Introduction to Computer Science (python and javascript), Differential Calculus

Activism in the Arts

International Abroad Program | Buenos Aires, Argentina | GPA: 4.0

PROJECTS

- Thesis: Developing a sustainability model to allow architects and urban planners to easier evaluate the environmental impacts of development projects prior to their implementation.
- Designed and implemented a robust LSTM classification model trained on a large dataset to accurately detect and classify news articles, demonstrating proficiency in machine learning and data handling.
- Collaborated with peer institutions to document, publish, and upkeep a dataset capturing two historic floods, preserving their significance within U.S. historical records.
- Developed and implemented a CycleGAN model to generate photorealistic architectural images from building sketches, leveraging a meticulously curated paired image dataset.
- Leveraged advanced data analysis techniques to identify and establish meaningful relationships within the 2018-2019 UK gender pay gap data, providing valuable insights to inform evidence-based decision-making.