MARISSA CARR

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EDUCATION

Syracuse University, School of Information Studies August 2018 – May 2022
BS Information Management & Technology | Concentration: Data Analytics
Relevant Coursework: Applied Data Science | Database Management | Computer Networking | Application Programming for Information Systems | Information Technology Management | Managing Information Systems Projects

Syracuse University, S. I. Newhouse School of Public Communications August 2018 – May 2022
BS Advertising | Emphasis: Digital Advertising
Relevant Coursework: Advertising Research & Planning | Digital Branding and Strategy | Social Media in the Organization

WORK EXPERIENCE

Research Intern, Sailthru, New York, NY June 2021 – September 2021
- Examined the website and email marketing strategies of 106 brands
- Compared and contrasted retail brands to determine how closely they aligned with marketing best practices
- Assisted in the research of the 2022 Retail Personalization Index to create actionable insights for brands to implement

Strategy & Analytics Intern, Sailthru, New York, NY January 2021– May 2021
- Observed strategic business reviews to learn when and how to apply email marketing strategies
- Researched the subscription business industry to uncover trends and popular marketing tactics
- Interpreted internal email data including click through rates and open rates to create strategies and best practices
- Utilized Python to tag 100 of Sailthru's new customers with the necessary keywords

PROJECTS

Programmer | "Predicting Hotel Bookings that Lead to Cancellations" Fall 2021
- Programmed several predictive models with the aim of predicting when hotel bookings would indicate that the booking would be cancelled
- Created data visualizations to compare variables to the cancellation variables and to map where on the globe the most cancellations for this hotel occur
- Trained and evaluated models with a variety of statistical modeling techniques using RStudio (decision tree, SVM)
- Reported on actionable insights the hotel company could use based on the analysis

Programmer | "It's 5 O'clock Somewhere" Fall 2020
- Programmed a Python application in which the user would input their mood and the program would return an alcoholic beverage, instructions on how to make it, a song that matched the inputted mood, and the music video of that song
- Utilized and implemented the IBM Watson Tone Analyzer, Musixmatch, YouTube, and The Cocktail DB APIs
- Coded a function to analyze the lyrics of songs with the Tone Analyzer API to create categorized lists of the songs based on their tone

LEADERSHIP EXPERIENCE

Teaching Assistant, Introduction to Computer Networking, Syracuse University Fall 2020
- Aided 147 students with lab work and class materials
- Developed and enhanced course labs with the professor and other teaching assistants based on recent technological advances in the industry
- Conducted review sessions to further explain concepts and prepare students for their exams

TECHNOLOGY SKILLS/CERTIFICATIONS

Programming Languages: Python; R
Database Management: SQL, Vertabelo, Lucidchart
Software: MS Excel, MS Word, MS PowerPoint, MS Project, Adobe InDesign, Adobe Illustrator, Adobe Photoshop, Adobe Premiere, iMovie
Platform: Global Web Index, Qualtrics
Social Media: Instagram, Facebook, Twitter, TikTok, Snapchat