Melissa Lin

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TECHNICAL SKILLS

- Programming Languages: Python, SQL, R
- Technical: Git/GitHub (version control), PowerBI, Tableau, MATLAB, Microsoft Office (Word, Excel, PowerPoint)
- Languages: English (Native), Mandarin Chinese (Fluent), German (Elementary)

EXPERIENCE

Data Science and Analytics Intern — Tempe, AZ
DHL Express — Mar 2025 - Sep 2025

- Supported a 150+ member Direct Channel Sales team and cross-functional partners in Sales, Marketing, and Leadership to enable data-backed decision making, identify automation opportunities and process improvements
- Built and maintained ETL pipelines to aggregate and cleanse high-volume sales datasets for data analytics
- Conducted exploratory data analysis in Python and Excel using mathematical and statistical techniques (regression, classification, clustering) to surface trends and support Proof of Concepts (POCs)
- Assisted in developing and validating ML models (scikit-learn, PyTorch, TensorFlow, Keras) to prioritize sales leads; designed an A/B test showing model users generated 31% more leads than the control group
- Led Python NLP analysis on 1K lost customers (~$627K revenue) to identify top churn reasons for win-back strategies and analyzed historical data to inform feature engineering for predictive modeling
- Co-designed a Power BI dashboard integrating SQL Server and Python to track lead journey KPIs, highlight conversion bottlenecks, and improve pipeline visibility; set for nationwide rollout to U.S. commercial sales teams
- Translated analytical insights into business impact by presenting data findings and visualizations to technical and non-technical stakeholders, including senior leadership, enhanced verbal and written communication skills
- Delivered PowerPoint presentation on Artificial Intelligence and techniques (with CoPilot demo) to HR, Leadership, and Sales teams to promote data literacy and emerging technology adoption, reaching 200+ employees

Data Science Researcher — Tempe, AZ
Purdue Data Mine — Jan 2024 - May 2024

- Analyzed 10K+ USAA call center transcripts and metadata to identify friction points and language patterns
- Used Python for exploratory data analysis, data wrangling, K-means clustering, logistic regression, and statistical analysis to support efficiency improvements across 100K+ annual calls
- Applied Natural Language Processing (NLP), predictive modeling, A/B testing, and machine learning to assess customer intent and rep performance; findings informed script updates with 20 high-impact keywords tied to positive interactions

Corporate and Sales Intern — Phoenix, AZ
Willscot Mobile Mini — Jun 2022 - Jan 2023

- Leveraged Salesforce, Tableau, and Excel for data visualization to identify new business opportunities and drive growth
- Collaborated on a weekly Excel dashboard to track 50+ sales rep KPIs to improve visibility into team productivity

PROJECTS

Wildfire Prediction Based on Satellite Imagery – Python, TensorFlow, NumPy, OpenCV, Remote Sensing, Deep Learning

- Built a hybrid CNN-RNN model to predict wildfire spread from satellite imagery, NDVI/NBR, weather, and elevation data

Predicting Risk of Critical Response Events Using Video and Data – Python, Pandas, Scikit-Learn, TensorFlow / Keras, PyTorch

- Integrated multimodal data to engineer behavioral features and build machine learning models for outcome prediction

LEADERSHIP

Residential and Community Assistant — Tempe, AZ
Arizona State University Housing — Jul 2022 - May 2025

- Developed intercultural communication and leadership skills to foster an inclusive community for 800+ first-year residents through mentorship, crisis response, and programming that improved safety, engagement, and retention
- Created 3 Excel templates for class planning, budget tracking, and resident engagement with visual metrics & ROI

EDUCATION

Bachelor of Science in Data Science (Business Analytics) — Tempe, AZ
Arizona State University — Aug 2021 - May 2025

- Cumulative GPA: 3.9/4.0
- Exchange student at University of Regensburg, Germany for one semester

Bachelor of Arts in Political Science — Tempe, AZ
Arizona State University — Aug 2021 - May 2025

AWARDS & HONORS

- Merit Based: Summa Cum Laude, Dean's List, New American University Scholar, Phi Beta Kappa Honor Society (top 10%)
- National & Collegiate Policy Debate: 1st Place (Dec 2019, Jan 2021), 2nd Place (Feb 2021), and Top Speaker Award (Nov 2022); honed public speaking and critical thinking skills from 100+ rounds debated, judged, and coached