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SUMMARY

Savvy, analytically-driven young professional with a diverse background in computer science, data science/analytics, and digital marketing. Highly knowledgeable about the digital marketing landscape with 3 years of experience in leveraging paid media, organic media, and digital analytics to successfully market products and services. Currently pursuing an M.S. in Computer Science at New York University and holds a B.S. in Marketing from Fordham University. Passionate about working at the intersection of digital marketing, technology, and computer science- finding ways to empower product marketing efforts with workflow automation, machine learning, and advanced analytics.

EDUCATION

New York University | M.S. in Computer Science | 3.9 GPA | | 9/1/2023 - 5/30/2025 |
- **Relevant Coursework:** Software Engineering, Principles of Database Systems, Introduction to Java

Fordham University | B.S. in Marketing | 8/31/2018 - 12/15/2022
- **Relevant Coursework:** Programming with Python, Information Systems 1 and 2, Probability and Statistics 1 and 2

New York University | Computer Science Bridge Program | 1/01/2023 - 5/15/2023
- Extensively studied C++, data structures and algorithms, discrete mathematics, networking, and operating systems
- Completed program with an A average and a certificate of distinction for outstanding academic performance

iXperience | Data Science and AI Summer Program | 7/1/2022 - 8/15/2023
- Data analysis, processing, manipulation, feature engineering, and visualization for effective communication of insights
- Supervised and unsupervised machine learning algorithms using Python's SKLearn to solve a variety of ML problems

EXPERIENCE

Amnesia Media | Data Science Intern | Intern Team Lead | 7/15/2022 - 8/15/2022
- Led a 10-person team through various projects including evaluation of existing error metrics and predictive modeling
- Developed a Naive Bayes classifier for natural language processing with a >90% model accuracy
- Achieved seamless communication between interns and management through effective project management
- Successfully delivered an engaging presentation of results and insights to senior management

Main Street ROI | Advertising Consultant | 6/15/2021 - 4/15/2022
- Directly allocated over $1M in annual ad spend through Google Ads, Facebook Ads, Taboola, and Simpli.fi
- Achieved returns on ad spend exceeding 600% by developing modern, data-driven integrated marketing campaigns
- Built strong, long-lasting relationships with agency clients and partners through communication and presentations
- Developed Python scripts to automate various parts of our digital advertising workflow

ZZ Day Spa | Digital Marketing Manager | 11/1/2020 - 6/1/2021
- Built from scratch an integrated digital marketing strategy that led to 400% YoY revenue growth
- Revolutionized the way the company generates conversions, positions themselves in the market, and retains clients
- Designed and implemented a series of Google Ads campaigns; achieved an average ROAS of 800%
- Created a successful SEO strategy (technical, local, and link-building) that led to front-page rankings

CallCast.co | Marketing Associate | 7/1/2020 - 11/1/2020
- Created and optimized PPC campaigns with Facebook Ads
- Learned principles of growth hacking- working with a small, scrappy budget to create big results
- Worked with management and development team to align marketing strategy with product goals
- Developed an app store optimization strategy that led to a 500% increase in ranked keywords and consistent improvement of high value keyword rank

NXTFactor | Social Media and Public Relations Specialist | 12/1/2019 - 7/1/2020
- Began internship at NXTFactor in 12/2019, promoted to position listed in 3/2020
- Managed social media and influencer strategy for various restaurant clients in NYC and Las Vegas
- Secured a promotional partnership with a 2 million subscriber YouTube account. The publicity from this partnership culminated in a placement in the New York Times food section for our client.

PROJECTS

GUI Instagram Scraper | *Java, JavaFX, MongoDB Atlas, GSON, Concurrency/Multithreading*
- **Development Achievements:** Developed a desktop application to make API calls to Instagram and retrieve, parse, and analyze public profile information for marketing-related metrics. Built a rich user interface using JavaFX, used Java's concurrency libraries to perform concurrent queries and API calls vastly improving application performance, stored/queried results in a MongoDB Atlas cluster.

SoloConnect | *Django, Django Channels, HTML/CSS/JS, PostgreSQL, AWS RDS, Travis CI/CD, Elastic Beanstalk*
- **Development Achievements:** Developed a full stack web application; spearheaded the creation of value-adding features such as user matching, KNN profile recommendation algorithm, and real-time messaging using Django Channels to establish WebSocket connections, wrote unit tests to achieve 90% Coveralls coverage
- **Leadership:** Acted as SoloConnect's product owner**.** Led a 4-person team through each stage of development using the Scrum agile methodology; delivered engaging weekly presentations and product demos

World on Wheels | *Django, MySQL, HTML/CSS/JS*
- **Development Achievements:** Developed a full-stack CRUD web application backed by a complex relational database planned in Oracle Data Modeler and built in MySQL. Performed database queries and data analysis using MySQL. Optimized performance by implementing indices and

SKILLS AND LANGUAGES
- **Languages:** Python, Java, C++, SQL (MySQL, PostgreSQL, Oracle), HTML, CSS, JavaScript, MongoDB
- **Frameworks:** Django, Django REST, React.js, Vue.js, Bootstrap4, Java Swing, JavaFX
- **Libraries:** Pandas, NumPy, SKLearn, Matplotlib, Seaborn
- **Concepts:** Object-Oriented Programming, Multithreading and Parallel Computing, REST
- **Developer Tools:** AWS Elastic Beanstalk, AWS RDS, Travis CI, Coveralls, Zenhub, Git/GitHub, Scrum
- **Other:** Digital Marketing, Google Ads, Facebook Ads, TadeDesk, Taboola, SEMRush, Simpli.fi, SalesForce, HubSpot CRM, Google Analytics, Adobe Analytics, Looker Studio, Tableau, Advanced Excel, Microsoft Office