MARGOT SIEGEL

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EDUCATION

The University of Michigan	Bachelor of Science in Information	May 2021
School of Information	Major in Information Analysis, Minor in Entrepreneurship	
	Cumulative GPA: 3.57/4.0	
	University Honors: Winter 2018, Fall 2019	

WORK EXPERIENCE

Humanizing at Work Research – *Ross School of Business Research Assistant; Ann Arbor, Michigan*   Summer 2019 – Fall 2019
- Investigate how people come to see their colleagues and themselves as human beings beyond their work positions and titles
- Code qualitative data from interviews regarding the connection between colleagues at work interacting with one another in a program outside of work

BestFoodFeed – *Business Analyst; Ann Arbor, Michigan*   Fall 2018 – Summer 2019
- Analyze the effectiveness and efficiency in newly created data platforms and templates
- Develop writeups assessing the usability of different facets for contributors and followers of BestFoodFeed
- Collect data regarding customer retention and customer acquisition in order to develop a growth plan

imageOne Consultant – *Field Researcher & Consultant; Oak Park, Michigan*   June 2019
- Consultant through the University of Michigan Ross School of Business' Magnify program at the Center for Positive Organizations on building a high-performance workplace through employing Positive Organizational Scholarship
- Coded data from organizational field observations and interviews revealing organizational strengths and opportunities for growth
- Developed and presented suggestions to amplify the positivity and growth at imageOne

Women's Participation on Wikipedia Research – *School of Information Research Assistant; Ann Arbor, Michigan*   Winter 2019
- Assessed what motivates experts to contribute to public information goods such as Wikipedia
- Analyzed the underrepresentation of women, specifically economists, on Wikipedia
- Created Wikipedia pages for women economists to evaluate how Wikipedia edits pages in relation to pages for men economists

SOAR! United – *Welcome Center & Head of Social Media/Marketing; Dallas, Texas*   Summer 2016 - Summer 2018
- Generated new and improved business Instagram and Facebook accounts; formed a marketing group to help with social media and advertising around Dallas area
- Introduced and implemented SOAR! Summer Camp, generating over $5,000 of incremental revenue in one session

LEADERSHIP EXPERIENCE & ACTIVITIES

Reach Consulting Group –*Member; Ann Arbor, Michigan*   Fall 2019 – Present
- Technology consulting group that works with clients to come up with effective solutions and innovative products for companies
- Approach problems with a combination of advanced business analysis and technical expertise in order to optimize performance and productivity

Center for Positive Organizations +LAB – *Lead Fellow; Ann Arbor, Michigan*   Fall 2019 - Present
- +LAB builds a community of change agents by engaging with scholars and leaders while learning the science of Positive Organizational Scholarship
- Lead community interviews and act as an ambassador for the Ross School of Business Center for Positive Organizations

Runway of Dreams – *Head of Outreach & Founding Member; Ann Arbor, Michigan*   Fall 2018 - Present
- Help garner strong membership and build connections with the Ann Arbor community to build partnerships
- Raise awareness about inclusive fashion and work with Michigan Fashion Media Summit for end of year fashion show
- Partner with Tommy Hilfiger, Zappos, and Macy's to put on a Runway of Dreams fashion show in the Ann Arbor community

Chi Omega Sorority – *Member*   Fall 2017 – Present

ADDITIONAL INFORMATION

Other Work Experience: CycleBar, TBarM Racquet Club, Instacart, Babysitting
Computer Skills: Working knowledge in Python, HTML, CSS, Excel, and PowerPoint
Languages: Basic knowledge in Spanish
Interests: Traveling, skiing, user experience research and design, and experiencing new cities and trying new restaurants
Work Eligibility: Eligible to work in the U.S. with no restrictions