

Nicole Lee

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EDUCATION

University of California, Los Angeles

Bachelor of Arts in Statistics and Data Science

Los Angeles, CA

Expected Graduation, June 2026

- Cumulative GPA: 3.6/4.0
- Organizations: DataLearn, Theta Kappa Phi, Asian Greek Council

WORK EXPERIENCE

Heptapod Inc

Marketing Research Intern

Los Angeles, CA

June 2024 – September 2024

- Conducted data analysis to compare engagement trends on Youtube and TikTok using R, optimizing reach by 15%
- Performed data cleaning and exploratory data analysis for 1000+ customer profiles to uncover demographic insights
- Operated tools like ggplot2 and plotly to create data visualizations illustrating audience behavior patterns
- Compiled and consolidated reports in LaTeX, proposing content ideas to optimize marketing strategies

Crepas Apparel

Sales Associate Intern

Los Angeles, CA

June 2023 – August 2023

- Analyzed purchasing trends with pandas enabling product update processes, driving a \$1,500 increase in revenue
- Organized product listings across marketing platforms (Orangeshine, FashionGo) using Excel, increasing sales by 25%
- Collaborated with the marketing team to deliver weekly sales insights generated in Python, improving brand visibility

PROJECTS

Model Optimization and Prediction Using Machine-Learning

Los Angeles, CA

September 2024 – November 2024

- Applied machine learning algorithms like logistic regression and decision trees achieving a prediction accuracy of 97%
- Optimized model performance through cross-validation, feature selection, and parameter tuning
- Constructed data visualizations to assess model performance and synthesized findings into a comprehensive report
- Developed a predictive model in R to classify obesity status based on demographic and health-related variable

Statistical Modeling Experimental Analysis of Cognitive Effects

Los Angeles, CA

March 2024- June 2024

- Designed and executed an experiment to evaluate nicotine's cognitive effects, employing statistical models in R
- Retrieved data collection with 60 participants and developed a randomized complete block design (RCBD)
- Cleaned data and created tailored data visualizations comparing memory performance pre and post nicotine use
- Utilized R for statistical modeling, including ANOVA, paired t-tests, and power calculations

LEADERSHIP ACTIVITIES

Theta Kappa Phi

Class Treasurer

Los Angeles, CA

September 2022 – December 2022

- Managed budgeting and fundraising efforts to support service projects and further academic achievements
- Created weekly financial reports and collaborated with leadership to devise future budgeting strategies
- Coordinated 3 fundraising events, contributing to an overall 10% increase in funds for service initiatives

Active Minds

Founder of Active Minds Branch at Granada Hills Charter High School

Granada Hills, CA

August 2020 – June 2022

- Led efforts to reduce mental health stigma and promoting resources, earning the Gold Presidential Service Award
- Spearheaded outreach through community partnerships and social media engagement increasing membership by 30
- Planned mental health workshops and events to foster community boosting membership involvement by 20%

CERTIFICATIONS

- **Skills:** R, Python, C++, Microsoft Excel, Korean
- **Other Honors/Awards:** Granada Hills Charter High School Valedictorian, Gold Presidential Service Award, AP Scholar with Distinction