

Noor Benny

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UCLA Statistics and Data Science student with an extensive background in data-driven marketing and analytics. Strong communication and interpersonal skills with the ability to lead cross-functional teams to deliver results.

Work Experience

UCLA Conferences and Catering

Administrative Assistant

February 2023 - Present

- Facilitated confidential client interactions, ensuring satisfaction while scheduling multi-day events
- Managed contract processing through UCLA Events Online (EOL), confirming venue reservations and adhering to company policies.
- Spearheaded accurate data entry into Salesforce, collaborating with staff, students, and clients of all levels.

Orenda Marketing

(Data-Driven) Brand Marketing Intern

June 2023 - August 2023

- Conducted market research on rival companies, providing valuable insights for strategic planning and decision-making.
- Developed & delivered weekly presentation decks, effectively communicating complex data & findings to stakeholders.
- Analyzed data across various marketing platforms, notably Google Analytics and Klayvio, contributing to the creation of impactful case studies published on the company website.

Facebook Career Connections

Marketing Intern

June 2022 - September 2022

- Enhanced online visibility and impact for small businesses post-training with Meta employees through comprehensive online courses.
- Achieved a notable increase in business's Instagram metrics: amplified follower engagement by 38%, expanded reach by 9.5%, and boosted total followers by 14.5%.
- Provided consistent updates to employers through detailed visual presentations in weekly progress reports.
- Compiled a comprehensive multi-page guide detailing future strategies for sustained digital marketing efforts, benefiting the company's continued presence and growth on digital platforms.

Technical Skills

Programming: Java, C++, Python (Pandas, Numpy), MATLAB, R, HTML, SQL

Applications: Excel, Microsoft Word, Google Suite, Salesforce, Google Analytics

Certifications

Google Analytics

Aug 2023

CompTIA A+ IT Certification of Completion, New Horizons

July 2022

Education

BS in Statistics and Data Science

June 2024

University of California, Los Angeles (UCLA)

AS in Mathematics; AA in Social Science; AA in Communications

May 2022

Monterey Peninsula College (MPC)

Projects

IMDb Movie Review Sentiment Prediction & Analysis

Dec 2023

- Utilized Python for end-to-end data processing, including cleaning 50,000 lines of raw data and creating impactful visualizations to distill insights from complex datasets
- Led comprehensive sentiment analysis, implementing advanced techniques such as TF-IDF and PCA

Exploring Gender and Age Influences in Bungee Jumping Experiences

July 2023

- Conducted meticulous data analysis and employed advanced visualization techniques in R to convey findings clearly
- Successfully executed a Two-Way Factorial study, revealing a significant gender-based difference in adrenaline increase