

NICOLE SAMRAO

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RELEVANT SKILLS

- Advanced Excel Skills (Vlookup, Pivot Tables, Databases, Solver, Big Data)
- Python for Data Analytics (pandas, numPy, matplotlib, seaborn, sci-kit learn, statsmodels, scipy)
- Strong Data Communication and Visualization Skills
- Organized, Methodical, and Professional
- Microsoft Office, Illustrator, Adobe Photoshop, Mac/Windows

EDUCATION

Bachelor of Arts: Economics with Honors, Trinity University **May 2016**

Minor in Business Administration & Studio Art

Data Science Intensive Certification, Springboard **Oct 2016 – Dec 2016**

- Python-based (NumPy, Pandas) Certification
- Data Wrangling, Exploratory Data Analysis, Inferential Statistics
- Visualization in Matplotlib & Seaborn
- Machine Learning: Linear Regression, Logistic Regression & Unsupervised Learning

PROJECTS

Python Portfolio: github.com/nsamrao

An Analysis of Airbnb Listing Market in U.S Cities: *Predicting Listing Price using the Zillow Home Value Index*

An Examination of Boston Housing Prices: *Exploratory Analysis & Predicting Home Price using Linear Regression*

Assessing Human Resources Analytics: *Analyzing Employee Data to Investigate Low Retention Rate*

Racial Discrimination in the US Job Market: *Statistical Analysis of Race on Resume Callbacks*

PROFESSIONAL EXPERIENCE

Pricing and Marketing Analyst Intern
Infoblox, Santa Clara, CA

Jun 2016 – Sept 2016

Assisted Director of Pricing in defining monetization strategy and optimizing product pricing. This involved forecasting, revenue modeling, and large-scale data analysis using Excel.

- Pricing Data Projects:
 - Conducted scenario modeling to optimize the pricing on SaaS products to counteract their declining adoption rates.
 - Designed a bottom-up product-forecasting model to predict demand of support and maintenance services, used to drive long-term strategy.
 - Conducted historical Average Selling Price analysis to evaluate product mix strategy. Defined metrics to measure market segmentation, product elasticity and pricing pressure by model and product line.
- Conducted research to support Business Strategy department including competitive pricing analyses and reports on SaaS industry.
- Developed strong data communication skills.

Monetization Technical Program Management Intern
Pandora, Oakland, CA

Jun 2015 – Aug 2015

Assisted cross-functional management team of revenue operations, price yield management, monetization, and engineering with improvement initiatives on Pandora's Ad serving system.

- Ad Inventory Prediction Project:
 - Assessed the reliability, accuracy, and shortcomings of the Ad Inventory prediction API currently in use.
 - Identified two alternative API's that resolve previous issues, working with stakeholders in Product Management and Pricing.
 - Worked with engineers to develop a beta test measuring the reliability, effectiveness, and accuracy of the two options.
 - Performed revenue analysis with the pricing team to evaluate the financial impact of either option.
 - Presented recommendation to the VP of Revenue Operations.
- Audience Segmentation Project: Worked with pricing and ad product managers and performed audience segmentation for advertisers to promote content to and achieve better ad targeting.

Marketing Intern

Jun 2014 – Aug 2014

TrustLeaf, Sunnyvale, CA

Assisted CEO and marketing team of this alternative crowd-funding platform for startups and small businesses.

- Implemented marketing strategy through use of alternative media, including podcasts and social media. Worked with business bloggers to broaden message reach, promote company's services, and expand user base.
- Conducted competitor research, Created promotional materials, Wrote press releases
- Managed all social media for the company including Twitter, Facebook and LinkedIn.

International Business Intern

Jan 2014 – May 2014

Economic Development Department, San Antonio, TX

- Assisted senior staff on investment projects involving manufacturing, textile, and technology companies. Collected data and performed economic analyses on foreign cities to explore global investment opportunities

CAMPUS LEADERSHIP EXPERIENCE

Treasurer, Sigma Theta Tau Sorority

Spring – Fall 2015

- Managed a \$10K budget and \$30K bank account of this 70-member sorority made of 10 committees
- Reviewed committee spending plans (events, travel, philanthropic donations, etc.) and allocated budgets.
- Created, maintained, and presented master budget at weekly budget and planning review meetings.

Vice President, Phi Sigma Pi Professional Honors Fraternity

Aug 2014 – Jun 2015

- Elected Vice President of this 50-member honors professional fraternity that focuses on the application of professional skills and development of leadership qualities by advancing welfare of humanity.
- Simultaneously managed seven committees responsible for service achievement, fundraising, and social activities.
- Led the team to develop and execute on agenda. Worked with team members to resolve differences, generate consensus, and devise win-win solutions.

Chancellor, Delta Sigma Pi Professional Economics Fraternity

Jan. 2014 – Dec. 2014

Scholarship Chair, Phi Sigma Pi Professional Honors Fraternity

Jan. 2014 – May 2014

Initiate Vice President, Delta Sigma Pi Professional Economics Fraternity

Fall 2013

Initiate President, Phi Sigma Pi Professional Honors Fraternity

Fall 2013