

Neeza Singh

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EDUCATION

Boston University

Boston, MA

Bachelor of Science, Data Science

Graduating May 2025

- Deans' List x3
- Strategy Analyst at BU Consulting Group, Generative AI Advising Fellow for BU Faculty, UI/UX Design Lead @ Spark!
- **Relevant Courses:** Database Mechanics, Multivariable Calculus, Machine Learning for Business Analytics, Algorithms

WORK EXPERIENCE

Accenture Song

Boston, MA

Business Architecture Analyst

June 2024 – August 2024

- Helped develop and implement clear data metrics to track the effectiveness of user-generated content campaigns (using DALL-E) for a leading retail client, leading to a 25% increase in social media engagement.
- Conducted extensive user research (A/B Testing, Google Analytics, Looker) to understand content creation behaviors, translating insights into product features that encouraged user-generated content submissions.
- Collaborated closely with creative teams using Adobe Creative Cloud and engineering teams leveraging REST APIs to ensure seamless integration of user-generated images and videos.

Tcube Inc.

Remote

AI Product Manager

December 2022 – Present

- Designed a Chatbot for supply chain technology startup; utilized reinforcement learning, speech recognition algorithms, and NLP
- Leading a team of 5 direct reports; executing wide-scale testing to improve program abilities and managing UI/UX design planning for help and analytics features; demoing new features and gathering feedback from clients after sprints
- Training neural network and ensemble models to create powerful UI & Predictive KPIs for supply chain analytics logistics. Harnessed MS SQL and data lakes for full stack integration of data-driven apps.
[Tcube Product](#)

Boston Medical Center

Boston, MA

Communications & UI/UX Design Intern

September 2022 – February 2023

- Utilized UI/UX experience to boost BMC social media follower count by 50% throughout Twitter(X) and LinkedIn
- Collaborated with research team in launching RESPOND simulation model for opioid insights, created data visualizations for presentation to policymakers using PowerBI
- Redesigned the Syndemics Lab Website to create a more interactive UI with visual appeal and easy navigation: [Syndemics Lab \(UI\)](#)

Merck Group

Remote

Voice of Customers Intern

May 2022 – September 2022

- Collaborated with Merck's IT leaderships and business executives in 1:1 interviews to improve high budget projects and quality of product throughput
- Collected survey responses and performed data cleaning, NLP, and Tableau data visualizations of over 1000 lines of unstructured data
- Co-Founded first-ever Voice of Customers initiative within the company to improve project management and budget allocation goals

PROJECTS AND RESEARCH

Global Scope Lab (Boston University)

Boston, MA

Business Strategist RA

September 2023 – May 2024

- Developing advanced machine learning models (deep learning) for financial forecasting and risk analysis. Leveraging large datasets to predict market trends post-COVID/environment disasters
- Collaborating with financial experts (CEOs & IMF representatives) to integrate AI strategies in financial planning, focusing on entrepreneurial ventures in the US; Conducting research in time series analysis to assess the impact of global events on business valuations
- Amplifying the lab's social presence by managing website and collaborating with policymakers/business leaders to retrieve qualitative data. [Global Scope Lab](#)

NAACP Racial Media Bias @ MassMutual

Boston, MA

Team Lead

March 2024- March 2024

- Selected as one of 30 students for MassMutual's Tech Consulting program; conducted a month-long data science sprint focused on racial bias in media for the NAACP; delivered an in-depth report and interactive dashboard.
- Leveraged Google Maps and Census APIs, along with sentiment analysis and LLM modeling, to analyze textual data from a decade's worth of Boston Globe articles, unveiling patterns of media representation

INTERESTS & SKILLS

Programming: Python, Angular, React, .Net Core, HTML/CSS/JavaScript, Mobile App Development, Web Design, Oracle, AWS, Microsoft Excel/Azure, Pandas/NumPy, MATLAB, Jupyter Notebook, Cloud Computing, Speech Recognition

Other Technical/Non-Technical Achievements: Adobe Creative Cloud, Figma, Market Research, Git, PowerBI, Salesforce

US Citizen