

Osman Zuberi

631 Oxford Rd. • Ann Arbor, MI 48104
(248) 303-1339 • ozuberi@umich.edu

Website: www.ozuberi.tk

Education

University of Michigan, Ann Arbor, MI

Expected Graduation: May 2019

Major: Biopsychology, Cognition, and Neuroscience **Minor:** Computer Science

Current GPA: 3.6/4.0

Relevant Coursework: Programming and Introductory Data Structures, Discrete Mathematics, Data Structures and Algorithms, Biopsychology, Cognitive Psychology, Statistics, Urdu

Universitat Autònoma De Barcelona, Barcelona, Spain

January – April 2018

Relevant Coursework: Behavioral Economic Incentives in Soccer, Spanish Culture and History

Experience

Nielsen

New York, New York

Commercial Media Analytics Intern

June – August 2018

- Created Amazon Alexa Skill to be used in administering surveys; led to a new initiative in survey design and administration
- Supported the Media Analytics Primary Research Custom Team on quantitative research projects by assisting with survey testing, data checking, reporting, and analysis; resulted in greater quality information for clients to use in their advertising and marketing decisions
- Evaluated Generation-Z to formulate ideas for future implementations of a market tracking system; utilized for data procurement and analytics on watching and buying habits

DroneView Technologies

Bloomfield Hills, MI

Sales and Marketing Intern

May – August 2017

- Evaluated all internal processes regarding creation of flight plans, QA/QC of Ground Control Points and new contact creation in CRM; leading to more efficient guidelines for conducting and completing tasks
- Assisted in gathering data as well as conducting outbound sales calls in order to grow business contacts; resulting in multiple contracts and partnerships with clients
- Created CSV Parser Program to assist in MailChimp contact upload process. Used CRM export of contacts along with program to concatenate contact tags resulting in quicker and easier uploading

Leadership & Academic Achievements

University of Michigan

Ann Arbor, MI

Director of Content: MPowered Entrepreneurship

September 2016 - January 2018

- Lead a team of 8 people to create Podcasts, Videos, Newsletters and Articles highlighting and promoting the entrepreneurial community at the University of Michigan
- Utilized Google Analytics and Facebook marketing strategies to increase yield of students exposed to content; resulted in twice the number of signups for participation in MPowered

University of Michigan

Ann Arbor, MI

Teachers Assistant: Bio 173 Lab

January - April 2016

- Served as a teaching assistant in a microbiology lab and supervised students as they conducted experiments in order to enhance their comprehension of the material; resulting in research data used by the University in discovering new information about the effects of fiber on the gut microbiome
- Assisted two professors by analyzing dietary fiber and amylase concentration in different students' microbiomes; led to better understanding of the role the microbiome plays in producing carbon dioxide

Skills & Interests

- Created 2 Amazon Alexa Skills, Machine Learning Title Prediction AI, Euchre (card-game) playing AI, GPA Calculator, and CSV parser program used for MailChimp upload process
- Part Time Web-Designer, created thetalormadeagency.com, detroitmixology101.com
- Member of ComCo Improv Club, Phi Sigma Pi National Honor Fraternity, and Stand-Up Comedy Club
- Fluent in Urdu, Hindi and Conversational Spanish