Osman Zuberi

631 Oxford Rd. ● Ann Arbor, MI 48104
(248) 303-1339 ● osmanzub@gmail.com
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, Discreet 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**
Media Lab Fellow   *August – February 2019*
- Conceptualized and conducted an experiment on Social Desirability Bias and survey methods; led to an understanding of survey mediums and their effects on responses
- Evaluated data from over 100 participants and conducted statistical analysis to determine effects of Social Desirability Bias through different survey methodology

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*
- 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

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
- Fluent in Urdu, Hindi and Conversational Spanish