

Paige Saengsouvanna

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EDUCATION

University of California, San Diego

Master of Data Science - Expected Grad March 2026

Coursework: Data Management & Mining, Natural Language Processing, Data Ethics, Human-Centered AI

University of California, Santa Barbara

Bachelor of Science in Data Science and Statistics - June 2023

Coursework: Probability Theory, Machine Learning, Time Series, Financial Mathematics

Technical Skills: R, Python, Excel, SQL, SAS, Salesforce, Lookerstudio

WORK AND PROJECT EXPERIENCE

Marketing Data Analyst

ndm communications - Newport Beach, CA

June 2024 - May 2025

- Developed and delivered analytical reports for healthcare clients, optimizing campaign strategies by evaluating response rates and performance metrics.
- Leveraged Excel and CRM tools to clean, segment, and manage prospect data for targeted marketing campaigns.
- Maintained and analyzed client databases to monitor lead progression from initial contact to closing

Private College-Level Math and Statistics Tutor

Self- Employed | Irvine, CA

August 2023 - Current

- Provide personalized instruction in advanced mathematics and statistics to undergraduate students.

Project Lead - Independent Research

Irvine, CA

December 2022 - June 2023

- Designed and conducted a behavioral study examining the success of various dating styles.
- Identified correlations between personality traits and relationship outcomes using multivariate techniques.
- Translated statistical findings into easily digestible visualizations using R, ensuring that individuals without a statistics background can readily comprehend the results.

Time Series Researcher

University of California, Santa Barbara

January 2023 - April 2023

- Examined correlation and cyclicity between various stock market index returns and Mercury's planetary cycle to quantify a cultural phenomenon, discovering that its simple returns mirrored the planet's cycle.
- Segmented three-week periods of simple returns sampled hourly, before and during Mercury retrograde, and applied time series analysis techniques to rigorously test and validate the data using R
- Articulated statistically significant findings in an extensive report by combining background research, data analysis, and time series modeling techniques.

Quality Assurance Intern

MEDL Mobile - Irvine, CA

August 2017 - August 2019

- Supported QA testing processes by documenting bugs, writing test cases, and assisting in product usability reviews.