REBEKAH LIMB

Los Angeles, California • (650)-714-8642 • rebekah.limb@gmail.com • www.linkedin.com/in/rebekahlimb

EXPERIENCE

Market Research Innovation Intern | Breakthrough Research | Los Angeles, CA   October 2023 - Present

- Built an NLP Topic Modeler using Python and LM Studio to categorize survey open-ended responses by semantics, introducing an innovative tool for client pitches and future deployment in firm-wide market research projects.
- Constructed a comprehensive consumer insights correlation report, the analysis uncovered the differentiating factors influencing the in-store vs. online experiences for client brand.
- Executed drivers analysis for client brand, identifying sensory cues that impact the likelihood to purchase. The analysis revealed specific areas for improvement in design.
- Established meaningful connections between our analysis and the narrative of the research goals during each project's Analytic Planning meeting. Provided valuable recommendations on analytic best practices to enhance the quality and impact of project.

Research Assistant | UCLA Visual Intelligence Lab   March 2022 - Present

- Co-authored 2023 AAAI submission, "A Relevance Model of Human Sparse Communication in Cooperation," using human decision-making theory and human data to create an AI model simulating communication through pointing.
- Led study launch, organized recruitment of 40+ participants, and proctored human psycho-behavioral experiments for a Relevance Theory inspired referential study, ensuring accurate data collection.
- Designed multi-agent web experiment to expand Rational Speech Act Bayesian Framework to a utilitarian based Relevance Theory under the guidance of PhD candidate and P.I.

Associate | Samudra Pacific Capital Partners | Remote   Sept. 2021 - June 2022 | Sept. 2022 - Sept. 2023

- Analyzed 100+ financial and investor contact data for insightful EDA visualizations on Tableau, and conducted cohort cluster analysis with Python. The analysis enabled identification of key investor groups for targeted engagement strategies.
- Collaborated on the effort of 15+ capital raises by reconciling essential data and financial summaries to prepare presentations, reports, and investment memorandums for fund investors.
- Redesigned main company and 2 portfolio companies' websites, and provided improvements to portfolio pitch decks.

Business Analyst Intern | Madhappy Inc. | Los Angeles, CA   June 2022 - August 2022

- Increased domestic shipping revenue by 80% through leadership of a shipping price project, utilizing an advanced Excel tool to estimate the impact of new price thresholds on shipping revenue using sales data and consumer research.
- Projected improvement of global profit margins by an avg. 10%. Devised a master P&L statement for all international orders to provide recommendations to CEO on setting global duty coefficients and shipping thresholds.
- Developed an Excel-based MSRP profitability estimator tool integrating a target cost, profitability grid, and competitor market trends. Empowered the Chief of Staff to change MSRP for all products based on the tool's quality insights.
- Engaged with different roles across teams to understand pop-up store analytic needs. Created P&L tracking tool by reconciling cost, payroll, and sales data. Leveraged by Admin and Production teams for strategic inventory order counts.

EDUCATION

University of California, Los Angeles   Expected June 2024

Bachelor of Science, Statistics and Data Science
Bachelor of Science, Cognitive Science

- **Regent Scholar**
- GPA: 3.94; Dean's List (All Quarters)

EXTRACURRICULARS & LEADERSHIP

Data Research Team & Membership Head | UCLA DataRes   March 2023 - Present

- Conducted time-series analysis using ARIMA modeling to predict future growth of different levels of billionaire wealth.
- Organized and financed 4+ social events, started new mentorship program with 80+ participants, cultivating community.

Assistant Data & Graphics Editor | The Daily Bruin   May 2021 - August 2022

- Co-led a team of 50 staff members in the Data and Graphics section with weekly team meetings and office hours.
- Assigned 100+ graphic requests, spearheaded 10+ long-term projects across newspaper sections, and represented the section in newspaper-wide flat page meetings for larger story packages.
- Designed 30+ graphic data visualizations to accompany articles: https://dailybruin.com/category/graphics

SKILLS

- **Programming Languages:** R (4 years, advanced), Python (3 years, intermediate), SQL (1 year, proficient)
- **Softwares:** Tableau, Anaconda, LM Studio, Visual Studio, Jupyter
- **Packages:** pandas, numpy, scikit-learn, ntlk, Matplotlib, ggplot2, BERTopic
- **Modeling:** linear/logistic regression, ARIMA, random forest, K-means clustering, KNN, Naive Bayes Classification
- **Quantitative/Qualitative Research Tools:** Qualtrics, FORSA, Amazon MTurk, Prolific, IDI's, focus groups
- **Microsoft Office Suite:** Excel (4+ years advanced), Word, PowerPoint
- **Adobe Suite:** Illustrator, InDesign, Photoshop, Draw, Acrobat