

RAYANNA HARDUARSINGH

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EDUCATION

SYRACUSE UNIVERSITY

M.S in Applied Data Science | School of Information Studies

Syracuse, NY

Expected December 2021

- Cumulative GPA: 3.74
- Courses: Data Analytics & Decision Making, Information Visualization, Data Science, Database Administration, Business Analytics, Financial Analytics

B.S in Advertising | S.I Newhouse School of Public Communications

August 2016 - May 2020

B.S in Information Management & Technology | School of Information Studies

- Cumulative GPA: 3.4 Cum Laude
- Academic Honors: Dean's List Fall '16, Spring '17, Fall '17, Spring '20
- Courses: Digital Strategy & Analytics, Digital Branding, Advertising Research and Planning, Computer Networking, Risk Management, Project Management, Media Planning, Social Media & Web Analytics

VILLA ROSSA | Study Abroad

Florence, Italy | Summer 2019

- Studied a semester abroad learning from an intercultural perspective and gaining cultural insight.
- Developed skills to improve time management, oral and written communication, prompt decision-making, and problem solving.

EXPERIENCE

GO FUND HER | Operations Analyst

New York, NY | August 2021 - Present

- Oversee user data and compute statistical analysis to modify strategic initiatives that will increase user engagement.
- Consult and manage relationships with clients to guide their business goals with the utilization of our tools and resources.
- Articulated a strategic outreach plan to acquire new clients and increase revenue through education, seminars, and events.

DIGITAL REMEDY | Data Analyst Intern

New York, NY | June 2018 - August 2018

- Collected and interpreted data for several advertising campaigns across multiple industries to measure performance and derive impactful insights to recommend digital solutions.
- Monitored daily performance and quality assurance reports through data analysis to identify key issues and improvements that drove strategic business decision-making for marketing purposes.
- Illustrated and designed data visuals and dashboards to report findings and communicate information to internal teams and clients.

BLACKROCK | Institutional Client Business Intern

New York, NY | July 2016

- Formulated a marketing proposal on company's new app "BlackRock Insights" to recommend new strategic ideas for a better user experience.
- Configured and organized reports to combine client data and research findings in a concise manner for prompt analysis.
- Orchestrated detailed presentations to represent company's key highlights by analyzing company data and findings.

ACADEMIC PROJECTS

STUDENT ALCOHOL CONSUMPTION | Data Analysis

Syracuse, NY | February 2021 - May 2021

- Conducted an extensive study to explore the relationship between a student's alcohol consumption to determine if alcohol has a negative effect on academic performance through regression analysis, clustering, and classification methods.

SOUTHEAST AIRLINES SURVEY | Data Analysis

Syracuse, NY | October 2020 - December 2020

- Presented with the challenge of improving Southeast Airline's customer churn using linear modeling techniques and deep machine learning methods.

CAMPUS LEADERSHIP

THE FUND FOR SYRACUSE | Student Caller

New York, NY | September 2018 - May 2020

- Consulted with over 100+ Syracuse alumni to raise over \$2,000 that support and improve student learning experiences.
- Promoted and fostered positive relationships between Syracuse University and its clients to continue annual contributions.

KAPPA KAPPA GAMMA | Panhel Delegate

Syracuse, NY | September 2018 - May 2020

- Represented chapter as a point of contact on the Panhellenic Executive Board to communicate news and information.

SKILLS, AWARDS, & INTERESTS

- **Computer Skills:** Microsoft Office, SQL Server, R, PowerBI, Tableau, Google Analytics
- **Hobbies:** Traveling, Community Involvement, Swimming, Yoga
- **Fun Fact:** I once started my own social network at 16 years old.