Rojeena Thapa

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EDUCATION

Augustana College   **Aug. 2022 – May 2026**

Bachelor of Arts in Data Science, Computer Science, Finance | 4.00 GPA

EXPERIENCE

AI-Powered Customer Discovery Externship Lab   **Nov 2023 – Present**

Paragon One

- Designed and executed outreach campaigns, achieving a 60% response rate.
- Established communication channels with 30+ key contacts, facilitating information exchange vital for business growth.
- Synthesized findings from interviews to extract critical insights, resulting in the identification of key trends instrumental in shaping market approach.
- Analyzed interview data to develop 5+ detailed customer profiles, aiding in the creation of targeted marketing strategies and customer-centric product iterations.

Social Media Manager   **May 2022 – July 2022**

Idea Jar Digital

- Quantified the social media engagement by 100k views on tiktok to boost the company image.
- Developed social media strategies resulting in a 45% increase in engagement and a 25% growth in followers within six months; boosted brand visibility and awareness in the target market.
- Coordinated with reputed clients like Upaya City Cargo, King's College Nepal, AOne Consultancy in order to entice customers about their new offers and announcements.

PROJECTS

University Database | *Python, Flask, Java, SQL, HTML*   **April 2023**

- Developed a university database consisting of login form, 30 courses, and 10 faculty members.
- Employed SQL statements for data manipulation, including INSERT, UPDATE, and DELETE operations.
- Increased the efficiency of the course registration website by 10%.

Team Samsad |Python, *Java, HTML, Git*   **July 2021 – Oct 2021**

- Collaborated on research focusing on 33.33% representation of women and underrepresented groups in Nepal's legislative parliament.
- Developed a website presenting research findings, emphasizing user-friendly features like quizzes and sliders.
- Conducted interviews with Top 3% Nepalese lawyers to compile valuable and comprehensive information for the project.

VIRTUAL EXPERIENCE

Virtual Experience Program Participant   **Dec 2023**

Accenture

Participated in the open access Accenture Virtual Experience Program with Forage.

Tasks Completed include:

- An audit of their client company's big data practice.
- Recommendations for a successful IPO.
- An analysis of their content categories that highlights the top 5 categories with the largest aggregate popularity.

TECHNICAL SKILLS

Programming Languages: Python, SQL, HTML, CSS, Java

Others: Tableau, Replit, MSExcel, Adobe, Canva, Deep Learning, GitHub