

Samantha B. Cohen

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EDUCATION

University of Michigan- Ann Arbor, MI

Spring 2020

Cumulative GPA: 3.99/4.0

Major: Bachelor of Science in the School of Information – Information Analysis

Minor: Entrepreneurship

New Trier High School- Winnetka, IL

Spring 2016

WORK EXPERIENCE

Michigan Daily Newspaper- Ann Arbor, MI

January 2019-Present

Senior Editor/Project Manager for Data Science Engineering Team

- Responsible for determining analytics projects, delegating tasks, and building the team by hiring qualified candidates
- Collaborate with departments to add analytics and associated visualizations to stories
- Attain datasets through research, web scraping, surveys, and writing Freedom of Information Act (FOIA) requests
- Re-structure the team to increase efficiency: implementing JIRA board and vesting team members with responsibility for projects
- Analyze and standardize large datasets using Tableau and Python modules: Regex, Pandas, Numpy, SciPy, NLTK, Sklearn, and Statsmodels
- Create visualizations for findings using Tableau and Python modules: Bokeh, Altair, Matplotlib, and Seaborn

Data Science Engineer

January 2017-December 2018

- Wrote weekly reports on the Newspaper's usage and traffic metrics by leveraging data from Google Analytics
- Utilized to learn about readers, methods to attract more customers, and ways to increase revenue
- Analyzed GradeGuide data using Tableau and wrote python programs to find interesting patterns
- Created data visualizations and communicated findings to journalist enabling them to write desirable stories

University of Michigan School of Information - Ann Arbor, MI

August 2018-Present

Introduction to Programming Instructional Assistant

- Collaborate with a graduate student to lead bi-weekly discussion sections to teach Python concepts
- Responsible for hosting weekly office hours and grading tests, quizzes, and problem sets

Tempus- Chicago, IL

June 2019-August 2019

Data Science Internship

- Assessed the feasibility of potential sales with pharmaceutical companies by querying the internal database using SQL
- Built the infrastructure that communicates data between departments to forecast data needs using Python and SQL
- Designed a standardized query block library on GitHub to increase the efficiency of writing SQL queries
- Created a Python program that generates quality assurance checks and understandable views in the format of Excel files for client deliveries
- Developed an algorithm that computes a delivery's quality and completeness score to ensure clients receive superlative data

DRIVN- Chicago, IL

July 2018-August 2018

Data Analytics Internship

- Analyzed raw data to identify appropriate categorizes which map to each field in the database
- Individually wrote a Python program to standardize car data for the company's recommendation engine
- Presented on the logistics of my Python program along with impactful findings

Sales and Operations/ Technology Internship

June 2017-August 2017

- Analyzed data using Excel to determine dealerships to pilot a new platform built for Hyundai and brainstormed feature implementations
- Problem-solved ways to promote usage of the Hyundai site by re-structuring emails to include dealership specific product information
- Worked alongside the UX designer and product manager to develop an inventory platform for Hyundai dealerships
- Reported over 140 sales to the state of Missouri by reviewing important documentation, preparing paperwork for submission, and coordinating with our Missouri office to integrate a new system for collecting titles
- Created a five-star ranking system in Salesforce for dealerships based on ease of doing business

Sales and Operations Internship

June 2016- August 2016

- Finalized automobile sale transactions by contacting dealerships and assembling sale documents
- Maintained internal dealer database daily with licensing documents for both consumer and corporate sides of the business
- Performed prospect research in an effort to mitigate risk by authenticating dealership partners prior to purchasing a vehicle(s)

ORGANIZATIONS & PHILANTHROPY

826 Michigan- Ann Arbor, MI

January 2017-April 2018

Volunteer Tutor

- Tutored children in Math, Science, and English weekly

Relay for Life- Ann Arbor, MI

November 2016-April 2017

Participant

- Fundraised for the American Cancer Society on behalf of the organization

Metro-Community Project- Chicago, IL

September 2014-May 2016

Member

- Paired with schools in low socioeconomic areas in Chicago to assess education gaps in Illinois
- Met with state senators to discuss findings on education inequalities

SKILLS

- Google Analytics, Amazon Web Services (AWS), Tableau, Adobe Illustrator, Django, GitHub, Python, SQL, HTML/CSS, JavaScript, PHP