

# Sarah Gorton

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## SKILLS AND PROFICIENCIES

### Languages

- Python, SQL, R, C, C++, Assembler, HTML, CSS

### Visualizations

- Tableau, Excel, Python, R

## RELEVANT COURSEWORK

- Machine Learning for Data Science
- Linear Algebra I-II
- Statistics for Data Science
- Principles & Techniques Data Science
- Intermediate Data Structures & Algorithms
- Computer Science I-III
- Discrete Mathematics I-II
- Marketing Analytics

## EDUCATION

University of Oregon  
October 2019 - June 2023

- Major: BS in Data Science with a focus on Marketing Analytics
- Minors: Computer Science, Business Administration

As a Senior at the University of Oregon, pursuing a degree in **Data Science** with a focus on **Marketing Analytics** and complementary minors in Computer Science and Business Administration has allowed me to advance my passion for applying technical skills to real-world problems. Through my studies, I have gained a strong foundation in data management, analysis, and visualization, along with proficiency in programming languages, machine learning methods, business acumen, and other related disciplines.

## WORK HISTORY

### Marketing Analytics Intern

Rescue - The Behavior Change Agency | July 2022 - Present

In this position, I support clients via data analysis and presentation, develop Python scripts for company benchmark calculations, and engineer data collection and processing to expand the potential for deeper data analysis. Throughout my tenure, I have significantly enhanced my understanding of the end-to-end data analysis workflow and increased my proficiency in Python. In addition, my experience with Google BigQuery has allowed me to leverage its powerful SQL capabilities for both general queries and advanced data engineering tasks. Furthermore, I have gained valuable experience presenting both internally and externally, further sharpening my ability to communicate complex data insights to diverse audiences.

### Marketing Analytics Intern

Air-Weigh On-Board Scales | Feb 2022 - Jun 2022

Worked with Python and Tableau to obtain and illustrate insights, presented and discussed findings with the team, and guided conversations to determine the best path moving forward.

### Learning Assistant

University of Oregon | Jan 2022 - Mar 2022

Worked to help students with varying learning styles develop and improve confidence in their understanding and application of course concepts.

### Server

Tamalpie Pizzeria | Jun 2021 - Sep 2021

Managed tables by assisting customers with inquiries and coordinating with kitchen staff to ensure positive guest experiences. Frequently assisted colleagues in times of rush while maintaining great and efficient service.

## SIGNIFICANT PROJECTS

### Neural Networks

Using the widely employed Torch library, I was able to implement and compare two variations of a neural network aimed at identifying images in the MNIST dataset. Both models were constructed as deep feed-forward neural networks. One of them approached the problem as a regression task, while the other treated it as a classification problem.