Meera Desai

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EDUCATION

The College of William and Mary, Raymond A. Mason School of Business   May 2017
Master of Science, Business Analytics | GPA: 3.94
Capstone Project: Categorization of Foreign Aid Descriptions for Research and Innovation Lab
- Prepared original dataset for analysis using data cleaning and imputation methods
- Integrated text analysis techniques, such as matching, stemming, and similarity scoring
- Designed and implemented machine learning models including classification, logistic regression, and decision trees for predictions using Python

The University of Michigan   May 2016
Bachelor of Science in Information, Specialization in Information Analysis | Minor in Women's Studies

EXPERIENCE & LEADERSHIP

The College of William and Mary Mason School of Business, Williamsburg, VA
Graduate Assistant   September 2016 – May 2017
- Aided professor of MBA and BBA analytics courses with teaching support at 10 hours a week
- Tutoring, debugging, and grading technical assignments for 90+ students in big data and analytics courses

University of Michigan Communication Studies, Ann Arbor, MI
Researcher, Co-Author   July 2015 – August 2016
Project: "Why are News Media on Social Media? Explaining Engagement on Tumblr and Digital Traffic to Sites"
- Utilized critical thinking skills to develop guiding research, methodologies, and scope of experiment
- Gathered, manipulated, and analyzed Tumblr API data for 200,000+ posts
- Engineered and administered statistical tests using SPSS and synthesized findings

A New Trotter Core Team, University of Michigan   April 2014 – May 2016
Student Advisor
- Consulted architects, designers, urban planner, and administrators in process of approval for $10 million, new Trotter Multicultural Center through small group, and town hall data collection efforts
- Evaluated University-wide survey data and designed visualizations for stakeholder presentations
- Developed and implemented online database for groupware documents, settling issues with archiving, data entry, and accessibility for organizational sustainability

Multi-Ethnic Student Affairs Affiliate Program, University of Michigan   September 2012 – May 2014
Communications & Logistics Chair
- Led and developed group dialogues, workshops, and discussions with the topics of multicultural leadership, identity exploration, and cross-cultural collaboration

TECHNICAL SKILLS
- Python, R, SQL, HTML, CSS
- Adobe InDesign, Adobe Photoshop, Adobe Illustrator, Microsoft Suite, Tableau

AWARDS
- *Top Student Paper 2016* from the Association for Education in Journalism and Mass Communication (AEJMC) Media Management, Economics, & Entrepreneurship (MMEE)
- *Best Student Paper Research Award 2016* by the Kappa Tau Alpha National Honor Society
- University Honors Fall 2014 & 2015, Winter 2016
- Yuri Kochiyama Lifetime Achievement Award for Outstanding Student Leadership 2016