

# SHERMEEN KHAN

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## EDUCATION

**CUNY Macaulay Honors College at Baruch College**, New York, New York

Expected: May 2022

**Major:** Bachelor of Business Administration, Computer Information Systems, Concentration in Data Analytics

**Minor:** Honors New York City Studies and Statistics

## PROFESSIONAL EXPERIENCE

**American Council of Learned Societies**

**New York City, New York**

*Communications Intern*

*July 2020- Present*

- Use Google Analytics to audit website and develop analytics/statistical reports assessing website content performance and audience behavior data including traffic patterns, traffic sources, bounce rates, and session duration
- Catalog all website URLs, published and unpublished, using Kentico CMS content tree and organizing content by category
- Observe trends in user traffic to create a revised site map that improves user experience

**Team Baruch at Baruch College**

**New York City, New York**

*Peer Advocating for Wellness Services Mentor*

*August 2019 – Present*

- Develop on average 50 Health and Wellness programs per semester including speaker events, radio shows, and podcasts, by analyzing over 5,000 students' participation, attendance, and demographics
- Coordinate with over 10 college departments to plan events meeting college initiative of engagement to underserved audiences
- Design and run surveys and feedback forms to understand every program's performance

**WellHealth Physical Therapy**

**Hicksville, New York**

*Physical Therapy Technician*

*September 2018– January 2020*

- Strategized unique referral program by using patient data. Lead to 10% increase in new patients and weekly appointment attendance increasing 25%
- Analyzed work performance of current employees to maximize customer service and remediate any existing operational issues
- Shadowed business owner and handled frontend and backend office operations including data entry and tech responsibilities

## PROJECTS

**Credit Suisse Summer 2020 Global Developmental Program: Baruch College Participant**

*June 2020- September 2020*

- Presented a report to the Dallas Fed exploring the global debt crisis and its linkages across economics, markets and players
- Used data from FRED, Census Bureau, OECD to develop financial models in Excel and Tableau, forecasting effects of debt on global markets

**CodeDay CodeLabs Summer Internship: Intern**

*June 2020- August 2020*

- Worked with team and mentor to build a scalable backend application for COVID-19 tracking by applying microservice architecture consisting of one or more microservices
- Built pipeline for automation with backend Python service. Used JavaScript, HTML, and Apexcharts to create frontend service.

**Baruch Pitney Bowes Data Challenge: Participant**

*April 2020- May 2020*

- Worked with team to forecast Pitney Bowes future parcel returns for 5-day period by gathering three months of historic data
- Used Python packages like Pandas and NumPy to determine a pattern in the record of data, Matplotlib for data visualization

## LEADERSHIP & RECOGNITIONS

**Kitamba Diversity in Analytics and Leadership Program (Fellow)**

*August 2020- Present*

**Muslim Business Association (President)**

*August 2019- Present*

**Baruch Honors Student Council (Vice President of Marketing)**

*August 2019-Present*

**Macaulay Business Club (Content Committee Member)**

*August 2019-Present*

**Honors/Awards:** Coca Cola Scholars Semifinalist, Sen. Kemp Hannon Youth Leadership Award for Community Service, Long Island Good Deeds Award

## SKILLS & INTERESTS

**Language:** Fluent in English, Urdu, Hindi. Intermediate Spanish and Punjabi.

**Microsoft Suite:** Access (ETL), Excel (Pivot Tables, VLOOKUP, Solver), Outlook, PowerPoint, Word.

**Technical Skills:** Google Analytics, Adobe Photoshop & Illustrator, Tableau. Experience in Python, SQL, HTML, JavaScript.

**Interests:** Astronomy, Cooking, Gardening, Soccer, Tennis.