







SNEHA VERMA

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EDUCATION

Bachelor of Arts, Luther College

August 2018 – May 2022 (Anticipated graduation)

Majors: Data Science, Economics.

Cumulative GPA: 3.922

Languages: English (*Native*), Hindi (*Native*), French (*Elementary*).

Data Science GPA: 3.962, **Economics GPA:** 3.871

Relevant Courses: Data Analysis and Visualization, Data Modeling and Querying, Data Structures and Algorithms, Applied Statistics, Fundamentals of Web Programming, Introduction to Data Science, Introduction to Computer Science, Introduction to Statistics, Economics Numeracy, International Economics, Introduction to Econometrics, Environmental Economics, Principles of Economics.

TECHNICAL SKILLS

Languages: Python, R, SQL, State, HTML, CSS.

Operating Systems: iOS, Windows, Linux.

Tools: MS Office, Tableau, GitHub, Jupyter, Sublime Text, Power BI, SEO, SQLite Studio, PyCharm.

MARKETING SKILLS

Tools: Canva, Final Cut Pro, Adobe Creative Cloud.

WORK EXPERIENCE

Digital Marketing and Analytics Intern

Thomson Reuters, Remote

June 2021 - Present

- Automating data analysis tasks that reduced debugging time by 90% and analyzed legal data to create 28 blogs.
- Engineering a user-friendly forecasting machine learning model with the Performance and Content teams. Implementing machine and deep learning models, like neural network models in Python.
- Building new analytic capabilities with Power BI, Python, and R to scrape, analyze, and visualize GSC API web data.

Web and Data Analytics Intern

Diversity Council, Rochester, MN

February 2021 – May 2021

- Created a resource database that automated the process of receiving, storing, and updating information resulting an efficient communication system between the public, Diversity Council, and over 20 organizations.
- Encoded cultural competency questions to create a scientific assessment with Cradle 2 Career to be used by youth institutions.

Assistant to the Media Relations and Content Specialist

Luther College, Decorah, IA

October 2020 – January 2021

- Wrote over 10 press releases and communicated with members of the institution to receive necessary and credible information.
- Researched avenues for releases and connected with news channels to send press releases to reach a larger audience.

Career Peer Advisor at the Career Center

Luther College, Decorah, IA

October 2020 – January 2021

- Supported DEI initiatives in the department through social media and increased audience engagement by over 300%.
- Reviewed over 20 resumes and cover letters to support students through their career process.

Office Assistant at the Center for Excellence in Teaching and Learning

Luther College, Decorah, IA

September 2020 – January 2021

- Conducted pedagogical research to promote DEI and organized workshops and meetings for faculty development.
- Collected information through surveys and observational data to assist in the improvement of teaching methods on campus.

Social Media and Student Manager at the Technology Help Desk

Luther College, Decorah, IA

August 2019– October 2020

- Reviewed applications and conducted interviews to hire technicians. Trained new hires and mentored fellow technicians.
- Handled social media accounts to advertize technical updates and tips leading to a 20% increase of audience engagement.

Economics Research Student

Luther College, Decorah, IA

May 2020 – July 2020, September 2020

- Gathered, wrangled, and documented data using Stata 16 to research whether the decision to sell crops differs for genders.
- Analyzed the data by applying multiple linear regression to reach conclusions about the effects of gender on harvesting decisions.

RESEARCH AND DATA ANALYTICAL PROJECTS

Determining Life Expectancy from Health Factors, [GitHub](#)

December 2020 – January 2021

- Collected and cleaned data to conduct machine learning models, like multiple linear regression and stepwise regression, statistical analysis, and hypothesis testing in R to determine the effect of health factors in life expectancy.
- Wrote a research paper with R Markdown to communicate the analysis process, statistical tests, regression, and residual plots.

Predicting Income Level from Social Factors, [GitHub](#)

December 2020 – January 2021

- Used Jupyter to conduct exploratory data analysis, cleaning, mining, and visualizing in Python.
- Cleaned data to deal with anomalies and applied decision tree and KNN classification models to analyze predictive ability.

Causality of Trade on Income

February 2020 – May 2020

- Gathered documented datasets on poverty and trade levels and conducted data wrangling in Stata.
- Ameliorated datasets to conduct multiple linear regression and wrote a final research process describing the regression results.

Analyzing Earthquake Locations

October 2019 – December 2019

- Analyzed data regarding earthquakes in the United States over a month with PivotTables and summarization in MS Excel.
- Created visualizations with Tableau to conduct statistical analysis and machine learning models, like regression and clustering.

Relations Between Race, Gender, and Income

September 2019 – December 2019

- Wrangled and analyzed data on gender and income levels from Census Bureau using MS Excel.
- Conducted hypothesis testing and regression to find differences in income and presented my results in a professional setting.

Password Verification Data Structure

April 2019 – May 2019

- Created a hash data structure to store, update, delete, check, and update passwords using Python.
- Used classes and methods to implement the functions of a password manager using Jupyter Notebook.

Creating Web History

March 2019 – May 2019

- Used unordered lists to replicate a web browser's history by giving users the abilities to add, remove, and search for a link.
- Created multiple methods and algorithms to execute the functioning of a web browser's history.

EXTRACURRICULAR ACTIVITIES AND ACCOMPLISHMENTS

Google Data Analytics Certificate, Coursera

Ongoing

Master SQL for Data Science, LinkedIn Learning

Complete – 2021

Member of the Invigorating Student Work Committee

2020 – 21

Luther College Dean's List

Fall 2018 – Spring 2021 (all terms)

TEDxLutherCollege Sponsorship and Budgeting Team Leader

2019 – 20

PALS Member

2019 – 20

TEDxLutherCollege Website Manager

2018 - 19