







# SNEHA VERMA

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## EDUCATION

**Bachelor of Arts**, Luther College

August 2018 – May 2022

**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, Applied Machine Learning, Fundamentals of Web Programming, Introduction to Data Science, Introduction to Computer Science, Introduction to Statistics, Economics Numeracy, Industrial Organization, Intermediate Macroeconomics, Financial Systems, International Economics, Introduction to Econometrics, Environmental Economics, Principles of Economics.

## TECHNICAL SKILLS

**Languages:** Python, R, SQL, Stata, HTML, CSS.

**Operating Systems:** iOS, Windows, Linux.

**Data Analysis Tools:** Microsoft Excel, Tableau, Microsoft Power BI, GitHub, SQLite Studio, PyCharm, Big Query, Google Analytics.

**Other Tools:** Microsoft SharePoint, Jupyter, Sublime Text, SEO, Slate.

## WORK EXPERIENCE

### **Marketing Operations Assistant**

Luther College, Decorah, IA

October 2021 – Present

- Managing the CRM system and performing data entry and maintenance tasks to support data hygiene and analysis.
- Exploring business opportunities and using data to find trends and solutions to inform decision-making and operations.
- Maintaining, updating, and auditing the college website to ensure its efficiency and visibility.

### **Digital Marketing and Analytics Intern**

Thomson Reuters, Remote

June 2021 – August 2021

- Automated data analysis tasks that reduced debugging time by 90% and analyzed legal data to create 28 blogs.
- Modeled a forecasting machine learning model, like neural networks, in collaboration with the Performance and Content teams. Communicated results using data visualization tools and reporting tools.
- Built new analytic capabilities with Power BI, Python, and R to scrape, analyze, and visualize key business metrics.

### **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 with SharePoint and Wix.
- Encoded cultural competency questions to create a scientific assessment with Cradle 2 Career to be used by youth institutions.
- Communicated business opportunities with supervisors and teammates and automated business processes.
- Worked with the IT administrator to conduct data entry and maintain data integrity.

### **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 initiatives among faculty by analyzing data and generating reports.
- Collected data to understand possible pedagogical areas of improvement and share recommendations.

### **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 Researcher**

Luther College, Decorah, IA

May 2020 – July 2020, September 2020

- Gathered, wrangled, and cleaned data using Stata 16 to apply multiple linear regression models using econometrics.

- Documented the research process and extracted trends and from analyses and generated reports and papers to submit to the college administration. Offered discussion and recommended policies based on research findings.
- Wrote research proposals and the research has been presented in conferences by co-author, Dr. Samuel Bird.

## **RESEARCH AND DATA ANALYTICAL PROJECTS**

### **Analyzing Graduation Rates at Luther College**

October 2021 – Present

- Extracting institutional data to analyze graduation rates and create a predictive model to inform leadership decision-making.
- Applying multiple linear regression using R programming and writing papers and reports document the process and results.

### **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 discover trends and 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

TEDxLutherCollege Website Manager

2018 - 19