

SYDNEY MURPHY

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EDUCATION

- CARNEGIE MELLON UNIVERSITY – TEPPER SCHOOL OF BUSINESS Pittsburgh, PA
Master of Science in Business Analytics - MSBA **GPA: 3.8/4.0** 5/25
- Coursework: Coding in R and Python, Probability Statistics, Analytical Statistics, Business, Accounting
 - Pro Bono Real Estate Investment Management: Murphy Ventures – analyze solar farm investment opportunities; manage Skyport, a private airplane hangar and commercial properties in Arizona; obtaining AZ real estate license
- COLUMBIA UNIVERSITY New York, NY
Master of Science in Journalism, Data Specialty **GPA: 4.0/4.0** 5/22
- Focus on computational and investigative journalism and data analytics; covered healthcare, science, and tech
 - *Web Developer for Columbia's Chapter of The Society of Professional Journalists*
- WHEATON COLLEGE Norton, MA
Bachelor of Science in Neuroscience, German Studies **GPA: 3.7/4.0** 5/21
- Membership: Investment Club; Model UN Head Delegate/Finance VP; Admission Guide; Editor-in-Chief, The Wire
 - Medical Internships: Atlantis Medical Fellow in Belgrade Hospital; Lab Technician in microscopy, digital imaging
 - Cognitive Science UX Design Intern: Researched and published comprehensive report on parent engagement in its impact on childhood education Headed MVP and CSS design research and product design.
 - Honor: German Club President, *Awarded the Hedda Korsch Prize in German Studies for Academic excellence*
 - Study Abroad: Universität Regensburg Germany (3/20 – 8/20); AFS Exchange program, Belgium (8/16 – 7/17)

EXPERIENCE

- HEALTHDAY, Healthcare-Based Publication Company New York, NY
Product Manager 7/22 – 8/23
- **Customer-Focused Design:** Led high-profile website redesign, overhauling UX design elements and raising site's UX score by 40%
 - **Innovation and Analysis:** Spearheaded product launch SEO strategy, qualitative market research: content digestibility, and A/B testing. Conducted quantitative research for CSS design, summarized market reports from Semrush and Google Analytics
 - **Leadership | Technical Communication:** Oversaw science research-based products for PBS, Janssen Care Path, Elsevier. Translated science research abstracts into lay format. Presented results of various projects to internal and external client senior management
 - **Recognition:** Received Digital Health Media Award for excellent reporting on healthcare data
- UNITED NATIONS New York, NY
Intern, Department of Global Communication 3/22 – 9/22
- **Business Analysis:** Reported on ethnographic studies by sociologists. Triangulated across African regions in the mobile app space. Determined improvement in cross cultural communication
 - **Written Communication:** Wrote and published a comprehensive report on Africa Amnesty Month detailing weapons collection data
 - **Recognition:** Received Certificate of Appreciation for honorable completion of the United Nations Internship
- BLENDtw PUBLICATION New York, NY
Managing Editor 3/19 – 3/21
- **Customer-Focused:** Led SEO strategy growing the company from daily web traffic of 1K to 100K within 2 years
 - **Leadership:** Managed editorial team of 100+ for BLENDtw magazine and Digital Media Company

ADDITIONAL INFORMATION

- **Languages:** Fluent in English; Written proficiency in German, Dutch, Spanish
- **Technical Skills:** Python, R, VBA, SQL, SPSS, Tableau, PowerBI, Adobe, J-Flow, QGIS, Sigma, EMT Certified
- **Volunteerism | Leadership:** MIT Club of Boston BioSummit Strategic Planning Committee; Wheaton College Model UN Special Events & Reunion Committee President
- **Options Investing:** Derivatives around global disasters/global news, Greeks and PnL drivers
- **Interests:** Interior Design, Social Observation, Entrepreneurship, Narrative Writing