

# SYDNEY MURPHY

602-828-9873 | semurphy@tepper.cmu.edu | sydney-murphy-756473166

## 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: Python and R, Probability Statistics, Analytical Statistics, Business, Accounting, Machine Learning
- Quantitative Financial Analytics and Options Investing: Develop machine learning models to predict market trends and volatility, applying theoretical knowledge to practical scenarios including use of timeseries analysis to inform investment decisions. Interpret market 'Greeks' to enhance forecast of potential profit and loss scenarios and assess investment risks.
- Pro Bono Real Estate Investment Management: Murphy Ventures – analyze data and build financial models for solar farm investment opportunities involving cash flow analysis and valuation techniques; manage a private airplane hangar and commercial properties in Arizona; obtaining Arizona 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 and its impact on childhood education, headed MVP and CSS design research and product design using SQL
- 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

New York, NY

#### **Product Manager, Healthcare-Based Publication Company**

7/22 – 8/23

- Customer-Focused Design: Directed high-profile website redesign, overhauling UX design elements and implementing advanced web technologies HTML and CSS design to raise site's UX score by 40%
- Data-driven SEO and Web Analytics: Pioneered product launch SEO strategy, qualitative market research: user behavior analysis, A/B testing, quantitative research for market reports using Semrush and Google Analytics
- Product Management: Managed development and deployment of science research-based products for PBS, Janssen Care Path, Elsevier. Employed data visualization to translate science research into accessible formats
- Communication: Presented data retrieval results of projects to internal and external client senior management
- Award: 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

- Data Analysis: Conducted data analysis on ethnographic studies triangulated across African regions in the mobile app space. Analysis contributed to understanding and improving cross-cultural data communication
- Technical Reporting: Utilized SQL to query and extract relevant data for comprehensive report on Africa Amnesty Month detailing interpretation of weapons collection data, instrumental report in informing policy decisions
- 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 leveraging analytical tools, Python and SQL, keyword analysis, growing the company from daily web traffic of 1K to 100K within 2 years
- Leadership: Managed editorial team of 100+ collaborating with and training web designers and content creators
- Communication: Built content performance dashboards in Tableau PowerBI to present to external stakeholders

## 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:** MIT Club of Boston Strategic Planning Committee; Wheaton College Alumni Committee President
- **Interests:** Interior Design, Software Development, Entrepreneurship, Narrative Writing, Animation