

Sydney Murphy

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EDUCATION

CARNEGIE MELLON UNIVERSITY – TEPPER SCHOOL OF BUSINESS

Pittsburgh, PA

Master of Science in Business Analytics - MSBA

12/25

An interdisciplinary graduate program designed to provide students with deep analytical skills, business knowledge and creative problem-solving expertise needed to efficiently and effectively transform data into better decision making and a competitive advantage for their organization.

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; covering 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

5/21

- MUN Head Delegate/Finance Officer, Admissions Guide, Investments Club, Editor-in-Chief of The Wire
- Lab technician: Performed tasks in microscopy and digital imaging, completed routine maintenance on test equipment
- Cognitive Science UX Design Intern: Facilitated qualitative research on parent engagement in education. Published research report on education presenting comprehensive research conclusions. Headed MVP and CSS design research and product design.
- German Club President, *Awarded the Hedda Korsch Prize in German Studies for Academic excellence*

STUDY ABROAD

- Study abroad and language immersion program at the Universität Regensburg in Germany 3/20 – 8/20
- AFS foreign exchange and cultural immersion program at Kunsthumaniora Bruges in Belgium 8/16 – 7/17

EXPERIENCE

HealthDay

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%
- **Leadership:** Oversaw science research-based products for PBS, Janssen Care Path, Elsevier. Translated science research abstracts into lay format.
- **Innovation and Analysis:** Spearheaded product launch SEO strategy, qualitative market research: content digestibility, A/B testing. Conducted quantitative research for CSS design, summarized market reports from SEMrush and Google Analytics.
- **Communications:** Presented results of various projects to internal and external client senior management.
- **Recognition:** Digital Health Media Award for excellent reporting on healthcare data

United Nations

New York, NY

Intern, Department of Global Communication

3/22 – 9/22

- Reported on ethnographic studies by sociologists and triangulated data across African regions
- **Analysis:** Wrote and compiled a comprehensive report on Africa Amnesty Month detailing weapons collection data
- **Recognition:** Certificate of Appreciation in recognition of 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 1,000 to 100,000 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, SPSS, Tableau, Adobe, Microsoft, SQL, 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
- **Interests:** Investment Analysis, Interior Design, Social Observation, Entrepreneurship, Narrative Writing