

Michaela White

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Education

The University of Pennsylvania

August 2015 - May 2019

B.A. Candidate in Science, Technology & Society

Sub-major: Biotechnology and Biomedicine

Cumulative GPA: 3.85/4.00

Dean's List: 2015-2016; 2016-2017; 2017-2018

Educational Enrichment

The University of Pennsylvania College of Liberal and Professional Studies

Full-Stack Web Development Certification Program

April 2018 - October 2018

- Learned three programming languages, two frameworks and three essential programming tools in the first eight weeks resulting in the successful build of an e-commerce product comparison application by week ten
- Delegated technical responsibilities to highlight team members' skillsets, initiated in-person meetings to encourage a collaborative environment where individuals could deepen their technical understanding and continually adapted product iterations to reflect team members' critiques and overarching goals

Long-Term Personal Project

June 2018 - Present

- Met with a veteran of an emerging industry and recognized the existence of regulatory inefficiencies that can be alleviated by leveraging existing data. Entered an agreement with a data provider and began building a system that flags suspicious activity and presents findings to industry regulators in an accessible format

Professional Experience

GroundUp, New York, New York

June 2017-Sept. 2017

Product Management Intern

- Worked within agile software development system across four teams to monitor progress and achievements in building simultaneous distribution, data analysis, and live promotion technology
- Synthesized low-income housing application documents for major metropolitan area and organized documents into database to be used to streamline and further legitimize application process
- Sourced business development opportunities through researching and contacting early to mid-stage ventures as well as enterprise firms in industries ranging from consumer retail to artificial intelligence
- Conducted interview for additional internship role and delegated daily tasks to chosen candidate
- Developed digital marketing strategy for the firm and increased following on single platform by 1000 % in three months

Transmit.Live, New York, New York

June 2017-Sept. 2017

Operations Management Intern

- Collaborated with CEO and Co-Founder to produce and maintain client and investor materials as well as front-end interface
- Mapped user flows to launch development on new products

Foster Center for Student Innovation, Orono, Maine

June 2016-Aug. 2016

Innovate for Maine Fellow

- Ran analyses and drafted reports on digital marketing strategy for the CEO of a skincare company and conducted marketing campaigns in order to increase unique visitors, penetration rates, and ultimately e-commerce revenue
- Identified revenue stream generators, conducted short and long-term viability research based upon local-market dynamics and delivered logistical planning models to co-founders of a food marketplace
- Conducted A/B test of email marketing platforms for designer aquaculture company
- Developed best practices for monetizing a financial literacy program

Skills, Affiliations and Interests

- **Skills:** JavaScript, Node.js, Java, jQuery, GIT, Github, MySQL, Sequelize, Firebase, HTML, CSS, Bootstrap (Responsive Design), Materialize, APIs, JSON, AJAX, JMP Statistical Software, Microsoft Office Suite, French (working proficiency)
- **Affiliations:** Penn Diplomacy and Policy Council (Vice President), United Nations Forum on Science, Technology and Innovation for the SDGs (Delegate/Trustee), Odyssey (Editor in Chief/Writer 2015-2016), John Marshall Pre-Law Honor Society, Mitchell Institute (Mitchell Scholar), Alpha Phi Sorority, The Rodin Arts Collective (2016-2018)
- **Interests:** Screenwriting, computer programming, hiking with my beagle, kayaking, New England Patriots, documentaries commenting on modern and historical social conflicts