

# Paula Demacker

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## EDUCATION

### Master of Science in Business Analytics (STEM)

Anticipated August 2021

Boston University Questrom School of Business; Boston, MA

### Bachelor of Arts, Business Management

August 2020

Duale Hochschule Baden-Wuerttemberg; Stuttgart; Germany

## RELEVANT WORK EXPERIENCE

**E. Breuninger GmbH & Co.** | Leading fashion company in the German-speaking countries

### **Analytics & Data-Management**, Stuttgart, Germany

February 2020 – September 2020

- evaluated utilization of AI for online shop and analyzed 4 different possible applications to improve use of data interviewed over 90 customers on topic of AI and developed a scoring model to assess a possible application; identified best AI application for company; prepared presentation and over 70 page documentation

### **Purchasing Department Intern**, Stuttgart, Germany

July 2019 - November 2019

- collaborated with 4 team members to increase turnover rate; executed repeat orders for several thousand euros.
- developed new reports to optimize distribution of goods; authored a 30-page paper on the subject

### **Customer Service Intern**, Duesseldorf, Germany

June 2019 - June 2019

- advised customers, resolved customer complaints, informed about loyalty card program, worked with SAP

### **Analytics & Data-Management**, Stuttgart, Germany

November 2018 - February 2019

- coordinated and oversaw analysis of online shop operating Qlik, Econda, Excel and Google Big Query in collaboration with 4 teammates; related reports such as sales performance and discount campaign

### **Marketing Intern**, Stuttgart, Germany

May 2018 - August 2018

- supervised print advertising in form of magazines; managed a photo shoot for advertising campaign; assumed responsibility for over 100.000 magazines

### **Retail Department Intern**, Stuttgart, Germany

December 2017 - February 2018

- managed inventory; mentored 10 employees by providing training; directed resource planning for 10 employees.

## RELEVANT SKILLS

- Technical Skills: Python, SQL, Pivot Tables, Econda, Medallia, SAP, MS Office.
- Relevant Coursework: Financial Reporting, Machine Learning, AI, Python, Supply Chain Mgmt./ Analytics, Digital Marketing Analytics, Data Science.
- Additional Coursework: Cross-Culture-Mgmt., International Trade Mgmt., Methods of Financial Accounting, Retail Mgmt., Fund. of Information Mgmt., Business Finance, Intro. to Human Resources.
- Certifications: Microsoft Excel.

## RELATED PROJECTS

### *Organisation of a wedding fair*, Stuttgart, Germany

October 2018 - January 2019

- organized presentation of goods and services to over 100 customers; coordinated raffle

## ADDITIONAL INFORMATION

- Professional proficiency in speaking, reading, and writing English and German; Latin (Latinum).
- First place at ICMS photographer competition, Spring 2019.
- committed to animal welfare and Team member of Animal Welfare Association Stuttgart, 2018- 2020.