YABSERA BENYAM

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https://yabseraben.github.io/disneyportfolio/

EDUCATION

University of Southern California   Los Angeles, California
Bachelor of Communication| Minor in Data Science   May 2025
- **GPA:** 3.97
- **Relevant Coursework:** Python, Data Analytics, Social Media Communication, Web Development, Digital Media Theory
- **Awards:** Dean's List 2021-2023, Phi Kappa Phi Certificate, USC Best Cyberphysical Data Science Project 2024

WORK EXPERIENCE

USC DataFirst AI SmartWatch Project   Los Angeles, CA
Data Analyst   September 2023-Present
- Conducting research on health-related data with a focus on ethical data management from smart wearable devices, streamlining publication processes by 25%, and pitching presentations to Keck Hospital stakeholders
- Utilizing Tableau and MongoDB to analyze and present complex data on sleep, heart rate, and stress levels, resulting in a 15% increase in stakeholder engagement by providing insightful visual comparisons of night and day shift nurses
- Developing ethical data design recommendations to shape hospital policies for night shift nurses, impacting over 500 personnel

Office of the Director of National Intelligence   Los Angeles, CA
Cybersecurity and Data Researcher   June 2023-August 2023
- Conducted research on state-of-the-art available technology, with a focus on the intersection of data processing and cybersecurity, to aid in Space Force's decision-making processes
- Compiled and analyzed data with SQL on the quantum applications of computing, communications, and sensing across academia and private sectors, contributing 40% to a debriefing report guiding supportive adoption strategies
- Implemented Pandas, KNIME, and Orange for data manipulation and workflow automation to drive data analysis, enhancing decision-making efficiency by 20%

Lucy Cosmetics   Addis Ababa, Ethiopia
Market Analyst   May 2022-August 2022
- Developed a market research report on hand sanitizers, employing statistical analysis tools to identify opportunities with the COVID-19 outbreak that would create a market gap and increase consumer demand
- Led a team of four in researching market trends, customer insights, and social factors. This led to a stakeholder presentation that influenced launching strategies and resulted in an 80% increase in production
- Pitched a data-driven market analysis approach using predictive analytics and customer segmentation techniques, reducing project completion time by 20%

Country Trading PLC   Addis Ababa, Ethiopia
Market Researcher   January 2021-March 2021
- Conducted market research and data analysis for Country Trading PLC's American solar energy strategic initiatives, employing Tableau to visualize potential market opportunities for solar roof installations.
- Formulated strategic recommendations for solar installation targeting various roof orientations and regional markets
- Collaborated closely with the marketing team to coordinate and execute 4 promotional events using Adobe Photoshop

LEADERSHIP & INVOLVEMENT

Management Leadership for Tomorrow   Los Angeles, CA
MLT Career Prep Fellow   November 2023-Present
- Accepted into a selective 18-month professional development program for high-achieving diverse talent
- Engaging mentorship to gain critical skills for advancing personal and professional growth within competitive industries.

Delta Omicron Zeta Leadership Society   Los Angeles, CA
Vice President of Communications   August 2022-Present
- Creating and managing the organization's website, bolstering member accessibility by 60%
- Led recruitment managing events and social media marketing campaigns, contributing to a 20% increase in applications
- Undertook an intensive program to gain professional skills through an exploration of leadership and communication styles
- Conducted 50+ hours of individual interviews with society alumni and members to strengthen network connections, develop a widened perspective of a variety of career paths, and master professional communication skills

SKILLS AND INTERESTS

Technical Skills: Microsoft Suite, Social Media Marketing, Python, SQL, Tableau, MongoDB, Leadership, Adobe Photoshop