

# Yabsera Benyam

(240) 788-0380 | [benyam@usc.edu](mailto:benyam@usc.edu) | <https://www.linkedin.com/in/yabsera-benyam/> | <https://yabseraben.github.io/addiasportfolio/>

## EDUCATION

### University of Southern California

Bachelor of Arts in Communication, Minor in Data Science, GPA: 3.97

Los Angeles, CA

Expected May 2025

**Awards/Honors:** Phi Kappa Phi Certificate of Achievement, USC Best Cyberphysical Data Science Project 2024

**Relevant Coursework:** Python, Data Analytics, Social Media Communication, Web Development, Digital Media Theory

## TECHNICAL SKILLS

**Programming Languages:** Python, SQL, CSS, HTML

**Software:** My SQL, Microsoft Excel, Adobe Cloud, Tableau, MongoDB, Neo4J

## WORK EXPERIENCE

### 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 for 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 Intern

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 for 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 Research Intern

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 roof orientations and regional markets
- Collaborated closely with the marketing team to execute 4 promotional events using Adobe Photoshop

## PROJECTS

### Annenberg Inclusion Initiative (Research Assistant)

- Working with spreadsheets to record results on diversity and inclusion on screen on short-form YouTube content
- Training and learning a guideline codebook to evaluate 8 hours worth of content for content analysis research
- Findings are presented to the YouTube Board of Directors to assess the state of diversity among content creators

### USC DataFirst AI SmartWatch Project (Data Analyst)

- Conducted research on health-related data from smart wearable devices, streamlining publication processes by 25%, and pitched presentations to Keck Hospital stakeholders leading to USC's Best Cyberphysical Data Science award
- Utilized 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
- Developed ethical data recommendations to shape hospital policies for over 500 night-shift nurses

## LEADERSHIP AND PROFESSIONAL DEVELOPMENT

### Management Leadership for Tomorrow

Washington, DC

Career Preparation Fellow

January 2024- Present

- Accepted into a selective 18-month professional development program for high-achieving diverse talent
- Complete business case studies and assignments to grow leadership and technical skills

### 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 events and social media marketing campaigns, contributing to a 150% increase in applications
- Undertook an intensive program to explore leadership and communication styles
- Conducted 50+ hours of individual interviews with society alumni and members to strengthen network connections