Zoha Qamar

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Education

Columbia University, Fu Foundation School of Engineering and Applied Science **New York, NY**
Bachelor of Science in Computer Science, Minor in English & Comparative Literature Expected May 2019
- Selected Coursework: Narrating Rape, Gender & Violence in Literature, Writings on Genealogies of Feminism, Artificial Intelligence: Ethics & Policy, Natural Language Processing, Hacking for Defense, Programming Languages and Translators
- Honors: Senior Society of Sachems

Phillips Exeter Academy **Exeter, NH**
High Academic Honors; *GPA: 10.1/11.0; SAT I: 2310* Diploma Jun. 2015
- *Gordon Editorial Award*: Awarded to an Exeter student who displays through editorial journalism in publication emanating from the Academy, a passionate dedication to personal freedom, particularly freedom of conscience & its expression
- *The Powell Prize*: For recognition of a student or group of students who has conceived and carried out some creative idea which has resulted in a new and useful addition or benefit to the Academy community through his or her entrepreneurship, persuasiveness, innovation or leadership (For: Four-Part Series "Voices from the Middle East")

Relevant Skills

Programming: Python; Java; HTML; CSS; JavaScript; MATLAB; SQL; BigQuery; Google Analytics; Chartio; Tableau

Work Experience

The New York Times **New York, NY**
Data Analytics Intern; Data Analyst Jun. 2018 – Present
- Lead all multimedia analytics, taking the role of departed Senior Analysts; surpassed all benchmarks and accepted offered position to stay on team and work as a consultant throughout 2018-2019 school year
- Use MySQL in Chartio and Tableau to automate BigQuery data analysis for weekly, quarterly, and yearly viewership for pieces, also mapping engagement spikes with major historical events and news milestones
- Spearhead inaugural process of augmented reality, virtual reality, audio, and interactive news event tracking and instituted benchmarks for new digital product performance
- Optimized outreach across social media sites, monitoring user behavior to predict future engagement
- Work with the NYT masthead and desk editors to discuss overall site performance, as well as help fortify trust between data-driven instincts of Analytics team and traditional instincts of Newsroom reporters, all to foster effective, data-informed journalism
- Shadow reporters on the job, observing interviews and developing story assets for multimedia platforms, ultimately deciding the best medium for a piece
- Work on critical cross-department team with Newsroom, Product, and Data Engineering for multimedia viewership experience enhancement, with specific role to design data experiments and present findings from exploratory analysis

VICE Media **New York, NY**
Digital News Intern Feb. 2018 – Apr. 2018
- Wrote for daily news team, covering women's health, gun control, sexual assault, technology, & general news
- Conducted and recorded interviews, later cutting into video segments to pair multimedia with VICE News written content

CNN **Hong Kong, HK**
International News Intern Jun. 2017 – Sep. 2017
- Assumed site analytics role when bureau opening called for one; presented homepage and site performance to editors daily
- Attended daily news meetings to discuss content, daily international assignments, and US President hostility toward CNN
- Pitched and wrote for breaking international news team, publishing about twenty articles on CNN.com
- Contributed to breaking news stories including Grenfell Tower fire and Cardinal George Pell sexual abuse charges

Selected Data Projects

Analyzing the United States Opioid Crisis | Data Visualization, Columbia University **New York, NY**
Co-produced with three peers Mar. 2019 – Apr. 2019
- A visual, interactive data dive exploring the national opioid epidemic

ISIS vs. the Qur'an | Empirical Methods of Data Science, Columbia University **New York, NY**
Independently produced Apr. 2019 – May. 2017
- A natural language processing project analyzing the similarities & discrepancies between the Qur'an & ISIS English Recruitment Materials

Further Media Ventures

National Geographic, *America Inside Out* by Katie Couric (Episode: "The Muslim Next Door") **New York, NY**
Interviewed and featured by Katie Couric in documentary about current American political climate Aired Apr. 2018

Teen Vogue **New York, NY**
Showcased in viral article and video series "Muslim American Girls Discuss Culture, Religion, and Politics" Aired May 2016

University Involvement

Columbia University Senate **New York, NY**
Senator for Undergraduate SEAS Student Body Apr. 2017 – May 2019
- Elected by entire undergraduate student body to represent my peers in highest policy body at Columbia
- Sat on and chaired Senate boards incl. Executive Committee, Women's Commission, Racial Diversity Task Force, Mental Health Initiative
- Worked with President, deans, & students on initiatives, incl. socially responsible investing, free pads/tampons, discounted contraception
- Observed several Columbia University Board of Trustees meetings

Skills and Interests

Languages/Programs: Urdu-Hindi, Turkish, Spanish; Adobe Premiere Pro, Photoshop, & InDesign; Microsoft Suite; Google Suite
Interests: Squash; Distance Running; Creative Writing; Filmmaking; Contemporary Middle East History; Indian Partition History