Ashton N. Holland

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Education

Georgia Institute of Technology | Atlanta, GA   *Expected Graduation: May 2026*
B.S. in Computer Science | GPA: 3.70 | Concentrations: Cybersecurity & Privacy and Information Internetworks | Current Senior

Relevant Coursework: Data Structures & Algorithms, Object-Oriented Programming, Database Systems, Java Objects and Design Principles, Discrete Mathematics, Computer Organization & C Programming, Systems and Networks, Algorithm Design and Analysis

Experience

Dell Technologies | Software Engineering & Product Management Intern   *June - August 2025*
Round Rock, TX | Dell Pricing
- Increased promotional ROI 35% by developing a full-stack analytics platform (Flask, Polars, WebSocket) capable of analyzing multi-year promotional performance across 1M+ SKUs; created a Promotional Value Score (PVS) combining revenue, margin, velocity, and ROI to forecast and prioritize high-impact campaigns.
- Accelerated planning by 60% and cut analyst review cycles 75% through AI-driven performance summaries, price elasticity modeling, interactive KPI dashboards, and automated reporting.
- Delivered +$3M margin and reduced promos 18% through segmentation driven by platform insights; secured adoption by leading targeted C-suite demos and embedding the platform into FY25 promotional planning.

Voltihost | Software Engineering Intern   *May - August 2024*
Remote | Startup Focusing on Creating Digital Solutions
- Engineered data pipeline reducing AWS processing load by 83% and storage usage through advanced data cleaning.
- Expanded mobile app functionality by integrating live reporting and dashboards with programmatic data access.
- Deployed Docker-based email server on AWS EC2, cutting email costs by ~97% and streamlining customer onboarding.

GT Research | Smart Stadium Project   *August 2024 - Present*
Machine Learning Subteam
- Developed Markov chain models to identify football plays with >85% accuracy using priors and video footage.
- Automated data cleaning and error correction in play sequence logs, improving dataset reliability.
- Co-authored section on Markov chain methodology for research paper in *Springer-Nature Computer Science* journal.

Projects

WanderSync: Collaborative Travel Itinerary App   *September 2023 - December 2023*
- Built Android app (Android Studio, Firebase Realtime Database) for real-time, multi-user itinerary editing.
- Designed collaborative features and intuitive UI using Jetpack libraries, optimizing Firebase queries for performance, integrity, and scalability.

Music Tastes App   *January 2024 - July 2024*
- Developed Android app with Java backend to analyze Spotify listening data, generate visual trend reports with song previews, and recommend new music.
- Integrated Firebase for authentication, token storage, and user data management.

Skills

Programming: Java, Javascript, Python, C++, C, C#, SQL, LaTeX, HTML, CSS, React, Node.js, Swift, Assembly
Software: AWS (EC2, S3, Timestream, Lambda, Cognito), Github, Git, VSCode, Android Studio, Jira, Confluence
Languages: English (Native), Spanish (Beginner)