MELINA RAGLIN

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RELEVANT EXPERIENCE

IGS ENERGY, Data Consultant

03.23-05.23

• Produced robust Home Warranty Claim predictions and presented valuable findings to stakeholders. Cleaned and investigated raw data to create a **predictive statistical model**, using **Jupyter Notebook** and **Python**.

THE OHIO STATE UNIVERSITY OFFICE OF ADVANCEMENT, Data Consultant

01.23-03.2

• Presented **meaningful business insights** developed from **statistical exploration** of raw customer segment data. Used **RStudio** to clean data and build complex statistical models and data visualizations.

ABERCROMBIE and FITCH CO., Data Strategy Intern

06 22-08 23

- Wrote complex SQL queries daily to collect specific customer segment data from the Snowflake CRM platform.
 Delivered hundreds of relevant insights through Excel, including customer demographics, behaviors, and predictions, including lifetime value, from such data to inform strategy development and A/B split testing for new personalized user features across website, email, push, and app in an Agile sprint schedule.
- Developed an **accelerated learning model** to optimize the transition of data visualization tools for the personalization team. Proposed and presented this new concept to influential members of the digital and technology department, which was received with significant enthusiasm.
- Optimized web analytics tag management database architecture, improving the method of storing necessary metadata on tag data from hundreds of sources, including Google Analytics.
- Collaborated with 7 fellow interns to present case competition work to key decision-makers in the A&F business, solving a cross-functional business problem focused on converting non-buyers. Presented solution conceptualization, target customer analysis, and website redesign after less than 24 hours of work. Judges provided complex questions and positive feedback.

THE OHIO STATE UNIVERSITY DEPARTMENT of SOCIOLOGY, Research Assistant

01.20-04.2

- Served as the first author of DCiFR (Demographic Characteristics in Facial Recognition), a Python graphical user interface (GUI) allowing users to run facial attribute analyses on photos from their own device, coded in Jupyter Notebook with heavy use of PyQt5 and computer vision models DeepFace and FairFace. Allows complex facial analysis models to be accessible to users of all technical abilities. Presented at the Population Association of America conference in April of 2022.
- Worked collaboratively with the openVA (verbal autopsy) team to build a temporal database system for large-scale population data in SQLite. Helped to create and code GUIs in Python for users to interact with verbal autopsy algorithms, addressing the global public health concern for undocumented deaths and ensuring technological accessibility across the world.
- Served as Assistant Researcher on a long-term computational social science research project evaluating race
 and inequality on the internet and in academia with data analysis, web scraping, and facial recognition tools.
 Developed proficiency in Python and R for data collection and analysis, writing over 20 Python scripts to scrape
 important information from various websites.

GARYFALLIDIS RESEARCH GROUP, Software Development Intern

05.20-05.21

- Indiana University School of Informatics, Computing, and Engineering
- Acted as a developer for FURY, an international open-source scientific visualization project, under a research
 group focused on developing medical imaging solutions with the help of software development and machine
 learning solutions.
- Wrote several 3D visualization and animation tutorials in Python for new users of FURY and implemented new
 shapes and functions to expand the FURY library using 3-dimensional calculus math and several Python packages
 including VTK9 and NumPy. Merged several pull requests to the main GitHub branch, and also assisted in editing
 those of others.

TECHNICAL SKILLS

Advanced: Python, SQL, R, Tableau, Java, Git/GitHub, Statistical Modeling, Slack, Snowflake Proficient: C, PowerBI, HTML/CSS, Adobe Illustrator, Linux, Machine Learning, Excel

EDUCATION

The Ohio State University, Columbus, Ohio

<u>Bachelor of Science:</u> GPA: **3.707**; Major: **Data Analytics**, specialization in **Data Visualization**; Minor: **Sociology**, Graduated on May 7th, 2023 Magna Cum Laude with Honors in the Arts and Sciences.

Campus Involvement: **Data Analytics Path Peer Mentor** (AU21-SP23), **Translational Data Analytics Institute Student Member** (AU21-SP23), **Big Data Analytics Association Member** (AU19-SP23).