

COLEEN ROSS

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262 Ocean Boulevard, Atlantic Highlands, NJ

Education **Northeastern University** **Boston, MA**
Khoury College of Computer and Information Science *May 2020*
Candidate for a Bachelor of Science in Computer Science and Business Administration, Concentration in Marketing Analytics

| Skills | Proficient | Familiar |
|-------------------------------|--|---------------------------|
| Programming Languages: | R, SQL, Python Jupyter Notebooks | Java, ACL2s (Lisp/Scheme) |
| Software: | Tableau, HubSpot, Jira, Microsoft Office | Google Analytics, SPSS |

Work **Wayfair** **Boston, MA**
Competitive Intelligence Co-op *January 2019 - August 2019*

- Manage multiple stakeholder requests for analyses and
- Created an algorithm for quantifying the similarity of data points between products (ex. color, dimensions)
- Analyze data to determine the root cause of issues identified in stakeholder questions or ongoing procedures
- Re-vamp procedures to streamline operational work and create reporting processes to provide more value (ex. automating previously manual reports, creating reporting dashboards, fixing bugs/issues with existing processes)

eResearch Technology (ERT) **Charlestown, MA**
Project Software Test Engineer Co-op *January 2018 - June 2018*

- Managed testing effort of over 100 clinical trials; updated testing status and defect tracking throughout study lifetime
- Facilitated communication between 5 global teams in order to maximize testing efficiency
- Conducted 200+ black box tests in which functionality was compared to a customized specification based on client needs

Freelance Designer **Oceanport, NJ**
Self Employed *May 2016 - Present*

- Create custom Snapchat Geofilters for birthdays, proms, graduations, and other events
- Create 80+ designs for products for sale on RedBubble.com and made 1000+ sales
- Partner with clients to create designs that are relevant and significant to their events using Photoshop and GIMP

Animus Rex **New York City, NY**
Marketing Intern *June 2017 - October 2017*

- Produce inbound marketing content, such as blog posts, website copy, and three ebooks
- Outline and develop email automation and social media strategies for prospect outreach
- Assist in Hubspot on-boarding partnership program

Projects **Small Business Data Analysis, R** **Fall 2018**

- Collected business data from 2015 - 2018 using SQL; Cleaned & analyzed data for trends in sales
- Accessed NOAA weather data using a web API; averaged all of the station observations by month and year to create monthly averages for years 2015 - 2018
- Created 4 linear regression models to predict the variability of the number of sales, using variables such as the month, temperature min/max averages, and state of sale.

Leadership **Northeastern Sailing Team** **Boston, MA**
President *January 2018 - June 2019*

- Develop and implement strategic plan based on strengths and weaknesses for growth of the team in the long term
- Create and delegate tasks required to run the team; Run weekly meetings and track progress on by-semester responsibilities and university compliance
- Make financial decisions on behalf of the team; Represent the team to university offices and other external parties
- Restructured 12 executive board position's individual responsibilities to fix issues with efficiency, communication, continuity of knowledge, accountability, and lack of long term planning