

MICHELLE VERIAH

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EDUCATION

UCLA ANDERSON SCHOOL OF MANAGEMENT | F-1 STEM OPT

Los Angeles, CA

Masters of Science in Business Analytics (MSBA) | F-1 STEM OPT

Expected Dec 2023

- Competitive Analytics, Customer Analytics, Machine Learning for Decision Making, Optimization, Data Management, Prescriptive Models and Data Analytics, Operations Analytics
- UCLA Anderson Merit Scholarship Recipient

UNIVERSITY OF CALIFORNIA, LOS ANGELES (UCLA)

Los Angeles, CA

B.S. in Financial Actuarial Mathematics, B.A. in Communications Studies

June 2018

- Linear Algebra, Math Analysis, Probability Theory, Mathematical Finance, Actuarial Models, Microeconomic Theory, Macroeconomic Theory, Analysis of Communications Effects, Methodologies in Communications Research
- Undergraduate Research Fellows Program Scholarship Recipient

TECHNICAL SKILLS

Technical Languages: Python (Numpy, Pandas, Matplotlib, Seaborn), R (dplyr, ggplot2), SQL, STATA, C++

Analysis & Modeling: Statistical Modeling, Data Visualization, A/B Testing, Machine Learning

Software: Tableau, MySQL, AWS, Jupyter, Excel, Google Analytics, Adobe Analytics

PROFESSIONAL EXPERIENCE

ADVERTISE PURPLE

Santa Monica, CA

Lead Data Analyst

Feb 2020 – Sep 2022

- Implemented SQL database used by 50+ employees to translate business analytics requirements into actionable insights.
- Developed automated KPI reporting using R, improving productivity by 5-8 business days per month.
- Leveraged Python to build time series modeling for projections and KNN models for CPA optimizations, streamlining common ad hoc requests that account for 40% of department workload.
- Built and maintained 10+ case studies and strategy decks to provide support for business optimization recommendations.

Marketing Data Analyst

Nov 2018 – Feb 2020

- Designed campaign strategies using regression analysis to identify key attributes to increase traffic and conversions.
- Built Tableau dashboards and data visualizations to influence business strategy decisions, improving client retention by 15%.
- Created and implemented A/B test plans to maximize ROI of marketing campaigns.

USC ANNENBERG CENTER FOR THE DIGITAL FUTURE

Los Angeles, CA

Research Intern

Apr 2017 – Nov 2018

- Collected, cleaned, and analyzed longitudinal data on how the internet changed people's perceptions and acceptance of technology and how the digital environment impacted consumer behavior.
- Compiled and validated complex STATA queries, contributing to the center's annual [Digital Future Project report](#).
- Designed and published infographics using Tableau and Canva to communicate data insights to non-technical shareholders.

STUDIO71

Beverly Hills, CA

Data Analyst Intern

Apr 2017 – Sep 2017

- Analyzed online traffic and marketing campaigns, improving brand awareness and identifying new business opportunities.
- Performed SEO optimization for 80+ clients to target segmented audiences and maximize website engagement.
- Gathered and analyzed web data to optimize digital and social media strategies, improving profit margins by 12%.

PROJECTS

Amazon x UCLA Hackathon (Finalist)

- Built a recommendation system using word2vec, frequent product mapping, and cosine similarity in Python to recommend products for increased conversions and average order value.
- Developed and presented a business proposal for a new product feature to technical shareholders at Amazon.

Adobe Analytics Challenge

- Leveraged Adobe Analytics to collect, process and report real-world data.
- Create data visualization, detect anomalies, track attribution and build custom analysis to business problems.
- Utilize AI and machine learning to reveal hidden opportunities and predict customer behavior.

Factors Influencing Women's Knowledge on Healthcare Issues

- Collected, cleaned, and analyzed 500 participants' worth of quantitative and qualitative data.
- Performed Chi-Squared tests and ANOVA tests in R to identify the presence and strength of correlations between various demographic factors and knowledge levels on women's healthcare.