**Katherine Seabrook**

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**EDUCATION**

**University of Massachusetts Amherst**

**Isenberg School of Management**

*Master of Science in Business Analytics*  Candidate, May 2023

* Cumulative GPA: 3.88
* Relevant coursework: Business Intelligence; Advanced Data Analytics; Business Application Development; Project Management; Financial & Managerial Accounting; Corporate Finance; Marketing Strategy; Python

**University of Connecticut** Storrs, CT

*Bachelor of Science in Information Management Systems*  May 2020

* Cumulative GPA: 3.79; Dean’s List

**PROJECT EXPERIENCE**

**Project Management: Case Study Analysis & Commentary for App-Based Start-up in Palo Alto, CA**

* Performed SWOT analysis and recommended organizational strategies and to improve efficiency, accuracy, and quality of product in development
* Implemented work-structure break down via MS Project to outline, assign and track timelines and deliverables

**EMPLOYMENT**

**Wayfair** Boston, MA

*Data Solutions Engineering Co-Op* January 2021 - Present

* Implement big data platforms and business analytics solutions to empower stakeholders to optimize their data driven analytics and reporting needs
* Build appropriate data architecture, data pipelines, reporting, data exploration, processes and quality controls to enable self-service Business Intelligence; develop curated data sets that are easily consumed by non-technical users
* Partner with business users and engineers to build metrics and attributes required to address broad business needs

**University of Connecticut Women’s Center** Storrs, CT

*Marketing & Communications Intern* Summer 2019

* Managed print media for the organization, collaborating with vendors and advertisement agencies
* Created first draft of copy which was reviewed and utilized by the Vice President of Marketing
* Selected by Marketing Manager to create 6-person focus group, which met monthly to review marketing pieces
* Wrote a weekly blog post in WordPress that was featured in company newsletters and industry journals

**ACTIVITIES**

**Berthiaume Center for Entrepreneurship, UMass Amherst**

*Innovation Challenge*  Fall 2020

* Awarded $2,500 in startup funding for tech app GREENTech while competing with team in Minute Pitch Competition
* Received Honorable Mention in Seed Pitch Competition, receiving positive feedback on technical and business plans

**UConn Informatics Club** September 2018 - May 2020

* Attended speaker series, field trips, and networking events to develop interest and knowledge in the field

**United Way**  Summers 2017 - 2019

*Grant Reviewer*

* Volunteered time to review proposals and community grant applications for potential funding by the United Way
* Assisted organizations to revise business plans based on projected income

**SKILLS**

*Computer*: Proficient in DBMS, SQL, Tableau, Python, R and R Studio, VBA for Excel, MS Advanced Excel with Power BI, Apple Swift, SAP Business Objects Analysis, SAP Predictive Analytics, Supervised & Unsupervised Machine Learning, MS Project, Harvard Business Publishing: Project Management Simulator

Programming Skills with Python: Programming Fundamentals (Iteration, Conditioning, Functions), Libraries (NumPy, Pandas, Matplotlib, Seaborn, Statsmodels, Scikit-learn), Jupyter/Colab Notebooks

*Other*: Storytelling & Visualization, Data Mining, Text Mining

*Language*: Fluent in French