ALEXIS ENGINEER

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EDUCATION

Georgia Institute of Technology, Atlanta, GA   *August 2019 – December 2023 (Expected)*
- Bachelor of Science in Industrial and Systems Engineering (Concentration: Analytics and Data Science)   *GPA: 4.00/4.00*

Georgia Tech Lorraine: Georgia Tech's European Campus, Metz, France   *May 2021 – August 2021*

WORK EXPERIENCE

Procter & Gamble, *Marketing Technology (IT) Intern,* Cincinnati, Ohio   *May 2022 – August 2022*
- Created Paid Search dashboards to show trends of key measures and campaign performance on Olay.com, eliminating manual data pulling process and providing easily digestible insights to optimize search marketing operations
- Built dashboards for TikTok and Affiliate channels, identified opportunities to increase revenue, and presented recommendations to Olay Leadership
- Led UI/UX testing strategy on Olay.com by working cross-functionally with Design, Brand, and Development teams to launch tests that generated incremental revenue and actionable learnings, using Monetate

Cox Communications, *Service Management Co-op***,** Atlanta, GA   *January 2021- December 2021*
- Extracted, transformed, and visualized service experience data for Cox Business customers onto 50+ Tableau dashboards
- Prepared monthly service reviews which details Cox network performance for customer base and collaborated with service managers in developing action plan to address performance gaps

Temple Sinai, *Teacher***,** Sandy Springs, Georgia   *August 2020 – December 2021*
- Created hands-on curriculum and facilitated learning development activities related to Judaism for a class of fourth graders
- Served as mentor for students and for teaching assistant

LEADERSHIP

Alpha Chi Omega, Atlanta, GA   *August 2019 - Present*
Vice President of Public Relations and Marketing   *November 2021 - Present*
- Develop and maintain clear and concise methods of marketing and promoting Alpha Chi Omega, Epsilon Phi, to other chapters, the campus community, and the public
- Manage social media accounts, create promotional graphics and video media content, and delegate tasks to 10 committee members

Consult Your Community, Georgia Tech, Atlanta, Georgia   *January 2021 – December 2021*
- Provided data analytics, marketing, and pitch strategy, with a team of 6, for an Atlanta-based small business developing tech solutions for the homeless
- Completed a case study of Okiboru, a local Ramen restaurant, to provide a community outreach, customer experience, marketing, and promotions strategy

Women's Leadership Conference, Georgia Tech, Atlanta, Georgia   *September 2020 – Present*
- Serve as marketing chair on the planning committee and host a conference that fosters leadership amongst women in the Georgia Tech community
- Develop and promote a strong conference brand through social media platforms and event aesthetic

Excel Mentorship Program, Georgia Tech, Atlanta, Georgia   *January 2019 – May 2021*
- Social Mentor for two mentees in the Excel Program, a four-year inclusive program for students with intellectual and developmental disabilities
- Met weekly with mentees to support them in progressing towards their social goals, pursuing their interests, and planning social events to foster lasting college friendships

For the Kids Dance Marathon, Georgia Tech, Atlanta, Georgia   *September 2019 - March 2020*
- Raised $263,473 for Children's Healthcare of Atlanta as member of Fundraising Committee
- Developed and implemented creative ideas for fundraising, including large and small-scale events

PROJECTS

Database Systems Team Project, Georgia Tech, Atlanta, Georgia   *June 2021 - July 2021*
- Designed and developed a system to monitor drone deliveries of grocery items to customers in a group of four
- Collaborated to create and implement a database design using MySQL relational database system

Data Input and Manipulation Final Project, Georgia Tech, Atlanta, Georgia   *November 2020*
- Found, cleaned, and visualized HTML, API, and CSV data about the global effects of increased atmospheric CO_2 on sea ice extent and global landslides; drew correlation conclusions using statistical analysis

SKILLS

Programming: Python (Pandas, NumPy, Gurobi), Tableau, Google Data Studio, Power BI, SQL, Microsoft Excel, HTML, R, iGrafx
Concepts: User Interface Design, Data Analysis and Visualization, Digital Marketing, Probability, Statistics, Regression and Forecasting, Discrete Math, Linear Algebra, Calculus, Stochastics, Optimization, Accounting, Finance and Investments
Languages: Russian (fluent), Spanish (fluent), English (native)