

Cierra Koen

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(708)513-3151 · Chicago, IL 60626

SKILLS

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|----------|--------------|--------------|-----------|---------------------|
| • Java | • PHP | • Git | • MySQL | • Scrum |
| • Python | • JavaScript | • Flask | • MongoDB | • Jupiter Notebooks |
| • C | • HTML/CSS | • Amazon AWS | • Linux | • GCP |
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EXPERIENCE

Marketing & Advertising Analytic Assistant

Darvin Furniture & Mattress, Orland Park, IL

Jan 2025 - Jun 2025

- Extracted and transformed large datasets from STORIS using Python (pandas, openpyxl) to generate segmented CRM lists and inform geotargeted marketing strategies.
- Developed and visualized interactive dashboards with Plotly Dash to analyze regional revenue trends and optimize campaign targeting by ZIP code.

Senior Conference Assistant

Apr 2023 - Aug 2023

Georgia State University, Atlanta, GA

- Utilized excellent written and oral communication skills to coordinate with the CA team across two buildings, swiftly resolving guest issues and ensuring seamless operations.
- Showcased strong organizational abilities and attention to detail while facilitating communication between CAs, White Gloves, and management, effectively updating on desk coverage and guest concerns.

Hotel Cancellation Predictor Project

Jan 2023 - Apr 2023

- Executed comprehensive evaluations of 13 machine learning algorithms using Jupyter Notebooks, optimizing data model performance with metrics such as accuracy, precision, recall, and F1-score.
- Leveraged Gradient Boosting techniques to achieve superior predictive accuracy for hotel cancellations, demonstrating advanced data modeling skills.

Study Partner Connection Web App Project

Aug 2022 - Apr 2023

- Tested MongoDB schemas and added mock tests for group chat and photo uploads to ensure reliability.
- Designed a dynamic landing page with enhanced navigation, scrolling features, and optimized join cards to improve user engagement in a Python Flask application.
- Utilized Scrum to develop and deploy a dynamic web application on Socket.io, facilitating user logins and connections with study partners based on shared interests.

Global Technology Intern

Jun 2022 - Aug 2022

Nike Inc., Beaverton, OR

- Developed Machine Learning model for understanding athletes run data using the Nike Running Club app.
- Researched TensorFlow, XGBoost, and AWS for precise model predictions, advancing Nike's tech solutions.

EDUCATION

Computer Science, Bachelor of Science

Aug 2019 - Aug 2023

Georgia State University, Honors College

- Cum Laude
- President's List (2)
- Dean's List (2)

RELEVANT COURSES: Data Structures, Capstone, Linear Algebra, Cloud Computing, and Calculus 2

EXTRACURRICULAR ACTIVITIES

Vice President

Jan 2022 - Aug 2023

Programming Club at GSU

- Coordinated coding events and data structure review sessions, fostering an interactive learning environment, fostering an interactive learning environment for students.
- Demonstrated strong leadership by effectively leading committee members to secure funding and attain official club status from Georgia State University.