Kiara Royce

47 E Houston Street | +1-904-864-6152 |kiara.royce@gmail.com

Education

New York University: College of Arts and Sciences New York City, New York
Bachelor of Arts *Graduation: May 2021*
- **Majors:** English

Work Experience

Omnicom OMD New York University
Senior Associate, Data Operations *December 2021 - Current*
- Currently working as a data operations senior associate where SQL and Python are utilized to manage data flow processes as well as reporting metrics for client facing data.
- Daily automating processes, leading project management, and working closely with offshore teams to concatenate data pipelines.

Urban SDK Jacksonville, Florida
Business and Marketing Analyst Intern *Summer 2020*
- Built a marketing campaign from start to finish with an open rate of 30%. From this campaign, booked 10 new clients and increased pipeline sales by $650,000.
- Audited everything in the system and created marketing collateral. Wrote RFIs, RFPS, and published case studies with authorship.
- Ran Google Analytics and Intercom. Aided in forecasting model comprehension and conducted research. Used SQL and Python for proper analytics tracking.

Under the Arch New York University
Feature Writer *Fall 2019*
- Under the Arch is New York University's student run magazine. By being a feature writer, I write long form features and participate in creative pitch sessions. My first article made front page and garnered 25% more activity to the website.

Good Apple Digital Manhattan, New York
Data Analyst Intern *Summer 2019*
- Worked full time within client databases using Looker, SQL, and Python. From this internship, I gained valuable skills ranging from how to make data setslean for communicating results to clients.
- Assisted in coding statements of work for billing clients and met with partners in retail weekly.
- Interns worked together to create a media plan. Through hands on work, this plan was given to a client which provided a budget, media plan, and competition overview

Professor Ratislav Levicky Tandon School of Engineering
Researcher *Spring 2019*
- Performed credit level research in the study of using recycled carbon fibers for infrastructure. From this research, the university will send our data to compete against other top universities

Co-curricular Activities & Achievements

Ernst & Young Mentorship Program New York University
Mentee *Spring 2019-Present*
- EY paired mentors to mentees to build, enable, and foster a coaching and networking community among LGBT undergraduates and EY unity professionals.

Hispanic Society of Hispanic Engineers New York University
Club Member *Spring 2018- Present*

Projects

After School South Carolina (SCAA) Charleston, South Carolina
Data Analytics and Web Development Intern *Summer 2020-May 2021*
- Developed a dashboard for SCAA to view dynamically changing database updates. Redesigned and updated website with content as provided by SCAA in WordPress.

Predicting Basketball Player Stamina and Success New York University
Team Member *Spring 2019*
- Acting as a data mining agency, we worked on creating robust predictive models using Python and public NBA datasets. We developed a decision tree model and logistic regression model to aid in predicting if a player will last 6 seasons in the NBA. We tested our models with accuracy using holdout and training data. Potential clients would be corporate partners and NBA teams.

Skills and Interests

Skills: SQL, Looker, Python, Java, Pandas, Numpy, SK Learn, R, html, CSS, CAD, Microsoft Word, PowerPoint, and Excel
Interests: Data analytics, data mining, creative writing