

# Leah Fowlkes

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## EDUCATION

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### Master of Science in Business Analytics (STEM)

August 2021

Boston University Questrom School of Business; Boston, MA

### Bachelor of Science, Business Administration concentrating in Managerial Information Systems

May 2020

Boston University Questrom School of Business; Boston, MA

## RELEVANT WORK EXPERIENCE

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### Data Management Intern

May 2019 - September 2020

*Boston University Alumni Association*, Boston, MA

- Improved Boston University's alumni outreach by using descriptive analytical tools to identify data trends based on alumni interaction data
- Facilitated account migration from Legacy Systems to Identity and Access Management (IAM Directory Services)
- Managed and updated primary database system (Blackbaud) to ensure constituent data accuracy
- Refined problem-solving skills and assumed leadership role on development intern team to efficiently complete tasks

### Board Member

August 2017 - July 2019

*Be Eminence*, Fort Washington, MD

- Prepared and lead targeted marketing campaign using social media advertising mechanisms
- Compiled market analysis report for market changes over 5 year span, designed slide deliverables for CEO to present to investors

## RELEVANT SKILLS

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Technical Skills: SQL, Python, R, SQL, HTML Programming Language, Access, Excel, Word, Agile, Salesforce, Data Modeling, ETL Mapping, Macros, Pivot Tables

Relevant Coursework: Financial Reporting, Data Modeling, Machine Learning, AI, Python, Supply Chain Analytics, Digital Marketing Analytics, Data Ethics

Certifications: Agile, Scrum

## RELATED PROJECTS

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### Generating an Operational Database and Website

January 2019 - May 2019

*Computer Science Course*, Boston, MA

- Programmed a data collecting website to update and gather information from a linked database using two forms of programming, SQL and Python
- Developed a user-friendly graphical interface to include windows, menus, and icon - initiating multiple website functionalities
- Organized real world problems into varying structures, syntax, and semantics initiating computer comprehension and discernment of proper solutions

### Constructing Operational Company Team Project

August 2018 - December 2018

*Strategic Analysis Course*, Boston, MA

- Created a new product to fulfill a need in the Equipment Industry and generated a functional company to market, produce, and finance said product
- Produced customized advertisement strategies for potential consumers and created an efficient process flow for product construction
- Presented a company evaluation in a professional environment to appeal to potential investors to invest

## ADDITIONAL INFORMATION

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Language: Professional proficiency in speaking, reading, and writing English. Moderate speaking level in Spanish

Track and Field: participated in Division 1 NCAA team and served as Team Captain