

Michelle Lensing

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EDUCATION

Master of Science in Business Analytics (STEM)

August 2021

Boston University Questrom School of Business; Boston, MA

- Dean's Achievement Scholarship

Bachelor of Science, Marketing Analytics

May 2020

Northeastern University; Boston, MA

RELEVANT WORK EXPERIENCE

Digital Marketing Analyst Co-op

July – December 2019

Rue Gilt Groupe; Boston, MA

- Coordinated and scheduled 70 weekly push notifications using Airship resulting in higher app open rates
- Designed loyalty research survey & pulled insights from results, which led to the launch of a new loyalty program
- Tracked results for push notification A/B testing and developed new best practices to improve future pushes
- Pulled heat map data for email sends to evaluate trends in boutique performance and overall email performance
- Recorded email metrics and gauged multiple aspects of email performance utilizing PivotTables in Excel
- Spearheaded adding a new weekly email send using Salesforce, allowing Rue La La to reach more customers

Digital Marketing Co-op

January – June 2018

TJX Companies; Framingham, MA

- Utilized contact lists in order to build queries, ensuring all emails were sent to correct target audience
- Managed 75+ grand opening email sends over course of six months alerting customers of new store locations
- Ran metrics for deployed emails after 24 hours and 7 days in order to assess results
- Collaborated on ideas for subject lines and assets in emails during design process in order to maximize open rates

RELATED PROJECTS

Customer Segmentation Project for OnUp Protein Water; Northeastern University, Boston, MA

Spring 2020

GitHub: <https://github.com/mlensing/onup-customer-segmentation>

- Cleaned and recoded survey data on 100 customers from a CSV file using Python
- Analyzed data for similarities and differences, ultimately deciding on variables to leverage in cluster analysis
- Executed a K-means cluster analysis in Python and defined four meaningful customer cluster centers
- Developed meaningful insights for OnUp based on clusters and gave recommendations on how to reach customers

Market Research Project for Roxy's Grilled Cheese; Northeastern University, Boston, MA

Fall 2018

- Surveyed 120 college students on fast-casual restaurant preferences and opinions on Roxy's Grilled Cheese
- Examined quantitative research to discover trends in industry and better understand Roxy's difficulties
- Presented recommendations using hypothesis testing and data analysis on SPSS

RELEVANT SKILLS

Technical Skills: Python, Tableau, SQL, Excel, Salesforce Marketing Cloud, SPSS

Relevant Coursework: Marketing Analytics, Data Mining for Business, Modeling in Business Analytics, Programming with Data, Marketing Research

ADDITIONAL INFORMATION

Language: Conversational in German

Interests: Triathlon, Baking, Travel

Extracurriculars: President of Pi Sigma Epsilon Professional Business Fraternity, Vice President of Northeastern University Club Triathlon