

Jennifer D. Horita

2165 Queens Lane San Mateo, CA 94402

650.504.8286 | jhorita@bu.edu | www.linkedin.com/in/jennifer-horita

EDUCATION

Boston University Questrom School of Business. Boston, MA May 2022

Master of Science in Business Analytics

GPA: 3.59

Boston University Questrom School of Business. Boston, MA May 2021

Bachelor of Science in Business Administration

Concentration: Management Information Systems

GPA: 3.24

Activities: NCAA Division 1 Softball – Team Captain

ACADEMIC TEAM PROJECTS

Supervised Machine Learning Project Fall 2021

- Presented a project objective and performed exploratory analysis on a chosen dataset to understand data trends.
- Performed various machine learning models (logistic regression, ridge regression, etc.) in RStudio to assess and identify the most impactful variables and predictors.

Cyber Security and Leadership Project Spring 2021

- Identified work environment and simulation strategies Netflix uses to mitigate and prevent threats.
- Proposed security enhancement recommendations due to high vulnerability and large attack surface based on company and customer data.

Cross-Functional CORE Project Fall 2019

- Compiled and analyzed primary and secondary market research using Qualtrics and personal interviews to understand customer preferences and find important service attributes.
- Ran @Risk Simulations and sensitivity analysis to see impact a variable had on NPV and IRR and predict break-even point and predicted profit.
- Convinced class of 45 students and 4 professors of project profitability and feasibility.

ACTIVITIES

Bloom Family Leadership Academy Boston, MA September 2020-Present

Senior Leadership Initiative

- Enhanced leadership skills through group discussion and professional panels on various communication methods and strategies to heighten team performance and cultivate positive team environment.
- Mentored younger student-athletes on how to implement leadership skills on the playing field and in the work world.

SKILLS

Computer: SQL, R, Python, MS Excel, Word, PowerPoint, Access, Project, Canva, Qualtrics, & Tableau.

Behavioral: Leadership, communication, goal-oriented, working in teams, & time-management.