

# YABSERA BENYAM

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## EDUCATION

### University of Southern California

Los Angeles, California

*Bachelor of Communication | Minor in Data Science*

May 2025

- **GPA:** 3.97
- **Relevant Coursework:** Python, Data Analytics, Social Media Communication, Web Development, Digital Media Theory
- **Awards:** Dean's List 2021-2023, Phi Kappa Phi Certificate, USC Best Cyberphysical Data Science Project 2024

## WORK EXPERIENCE

### USC DataFirst AI SmartWatch Project

Los Angeles, CA

*Data Analyst*

September 2023-Present

- Conducting research on health-related data with a focus on ethical data management from smart wearable devices, streamlining publication processes by 25%, and pitching presentations to Keck Hospital stakeholders
- Utilizing Tableau and MongoDB to analyze and present complex data on sleep, heart rate, and stress levels, resulting in a 15% increase in stakeholder engagement by providing insightful visual comparisons of night and day shift nurses
- Developing ethical data design recommendations to shape hospital health policies for night shift nurses, impacting over 500 personnel

### Office of the Director of National Intelligence

Los Angeles, CA

*USC ICAE Researcher*

June 2023-August 2023

- Conducted research on state-of-the-art available technology, with a focus on the intersection of data processing and cybersecurity, to aid in Space Force's decision-making processes
- Compiled and analyzed data with SQL on the quantum applications of computing, communications, and sensing across academia and private sectors, contributing 40% to a debriefing report guiding supportive adoption strategies
- Implemented Pandas, KNIME, and Orange for data manipulation and workflow automation to drive data analysis, enhancing decision-making efficiency by 20%

### Lucy Cosmetics

Addis Ababa, Ethiopia

*Market Analyst*

May 2022-August 2022

- Developed a market research report on hand sanitizers, employing statistical analysis tools to identify opportunities with the COVID-19 outbreak that would create a market gap and increase consumer demand
- Led a team of four in researching market trends, customer insights, and social factors. This led to a stakeholder presentation that influenced launching strategies and resulted in an 80% increase in production
- Pitched a data-driven market analysis approach using predictive analytics and customer segmentation techniques, reducing project completion time by 20%

### Country Trading PLC

Addis Ababa, Ethiopia

*Market Researcher*

January 2021-March 2021

- Conducted market research and data analysis for Country Trading PLC's American solar energy strategic initiatives, employing Tableau to visualize potential market opportunities for solar roof installations.
- Formulated strategic recommendations for solar installation targeting various roof orientations and regional markets
- Collaborated closely with the marketing team to coordinate and execute 4 promotional events, elevating brand visibility

## LEADERSHIP & INVOLVEMENT

### Delta Omicron Zeta Leadership Society

Los Angeles, CA

*Vice President of Communications*

August 2022-Present

- Creating and managing the organization's website and social media, bolstering member accessibility by 60%
- Led recruitment managing events and social media marketing campaigns, contributing to a 20% increase in applications
- Undertook an intensive program to gain professional skills through an exploration of leadership and communication styles
- Conducted 50+ hours of individual interviews with society alumni and members to strengthen network connections, develop a widened perspective of a variety of career paths, and master professional communication skills

### Be The Match

Los Angeles, CA

*Secretary*

September 2022-Present

- Proactively Engaging with the campus community to advocate for the Be The Match registry, obtaining 150 swabs
- Overseeing the organization's 50+ documentation files and Microsoft Excel database, ensuring seamless chapter operations

## SKILLS AND INTERESTS

**Technical Skills:** Microsoft Suite, Social Media Marketing, Python, SPSS, SQL, Tableau, MongoDB, Leadership