

Somya Bhagwagar

Striving to create viable ways to connect people with information technology and be at the forefront of a 'techno-humanistic' approach to business.

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EDUCATION

University of Michigan

Masters of Science in Information May 2022

Bachelors of Science in Information May 2020

Concentration in Social Media and User Experience Analysis

Minor in Science, Technology and Society

Minor in Business Administration (Ross School of Business)

RELEVANT EXPERIENCES

Digital Content & UX Analyst Nov 2019-Present

Online Marketing, CME Group

Chicago, IL

- Visualize data to inform iterations of projects in discovery
- Benchmark campaign performance and user activity across channels and KPIs to make strategic recommendations

Project Management Intern May-Aug 2019

Global Information Security, CME Group

Chicago, IL

- Designed annual planning application for GIS Directors to create budget/hour forecasts and calculate project feasibility
- Developed front-end using Oracle Apex and back-end using SQL/PL procedures
- Conducted in-person user tests in Chicago and NYC offices

Web Data Analyst June 2018-April 2019

UM Biomedical Research Core Facilities

Ann Arbor, MI

- Analyzed user traffic flow using Google Analytics
- Interpreted data to optimize user interface by changing layout and relay effectiveness of marketing campaigns

Content Creator Sept 2016-April 2019

University of Michigan

Ann Arbor, MI

- Compose faculty/staff portraits using illustrative, humanistic approaches and lighting techniques for School of Music Theatre and Dance and College of Engineering (CoE)
- Produce content of campus, laboratory experiences, and events for CoE, Innovate Blue, and Poverty Solutions
- Led content creation for [#herengineering](#) campaign highlighting female-identifying graduate students in CoE

LANGUAGES

- Proficiency in Spanish
- Intermediate Programming (Python, SQL, HTML, CSS)

PROJECTS

HelloUniversity

Aug 2019-Present

- Designed and user tested human-centric online consulting platform for students considering higher education
- Lead all marketing and sales initiatives for platform
- Recruit and interview all mentors
- Manage marketing team (3 interns) to create academic content for social media and workshops

Students of Umich

Sept 2016-May 2020

- Document and voice diverse stories on social media platforms to empower students (www.instagram.com/studentsofumich)
- Generate leads, gather vignettes, photograph-edit portraits, and publicize media ([WolvTV Newsfeed Exclusive](#))
- Manage, run, analyze and build account to > 4,800 followers

Michigan Muscle Club

Dec 2017-May 2020

Senior Advisor (2019)-President (2018)-Marketing (2017)

- Build brand name focusing on diversity/inclusion
- Lead 13-member executive board on strategy and execution in an organization of 70+ active members
- Achieved 50:50 active female-male ratio (from 2:50)

AWARDS

- Keynote Guest Speaker: Social Media Integrity Blog (2020)
- UMSI Gender Diversity in Information Technology (2020)
- Tedx Keynote Speaker: Storytelling and Technopolitics (2020)
- Elevate Your Passion Keynote Speaker (2019, 2020)
- CME Group Staff of Excellence Award (2019)
- Michigan Daily Student of the Year (2019)
- Keynote Speaker: Minorities in Entrepreneurship event (2019)
- Wolv TV Newsfeed Feature (2018)
- Daughters of the American Revolution National Good Citizenship Award (2016)

SKILLS/COURSEWORK

- Marketing (Digital Marketing, Social Media Analysis, Modeling PageRanks, Crisis Management, Knowledge Sharing)
- Social/Multimedia Platforms (Facebook, Instagram, Social Media Management, Content Production)
- Information Security (Privacy Policy Impact, Filter Bubbles, Algorithms and Misinformation, Techno-politics)
- Web Development (Web Accessibility, User Experience Research, Human-Computer Interaction)
- Data Visualization (Power BI, DOMO)
- Google Analytics Qualifications
- Photography (Adobe Photoshop, Adobe Lightroom)
- Toastmasters (Public Speaking)