Bruktawit Mekonnen

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EDUCATION

University of Maryland, College Park **June, 2026**
Bachelor of Science, Information Sciences *College Park, MD*

- Minor: Nonprofit Management, Executive Director: Prima Dolls Dance Team

RELEVANT WORK EXPERIENCE

Southern Poverty Law Center **Feb. 2026 – May 2026**
Capstone Project Manager

- Lead the Community Context and Personas team in research of the demographics of the Southern Poverty Law Center - Alabama office to produce specific personas
- Used UX design platforms to produce journey maps for four specific personas residing in the Gulf Coast Counties
- Delegated tasks and provided feedback to team members to ensure data was obtained from reliable sources, used effectively, and captured our personas accurately
- Managed timelines and met deadlines for numerous client deliverables pertaining to data collection, data interpretation, and persona development

International Association of Blacks in Dance **Aug. 2025 – May 2026**
Membership Intern

- Providing event and administrative support for member programs and engagement activities (Membership Mixer/Happy Hour, IABD Conference and Festival)
- Assisting with membership outreach, including email communications, renewals, and recruitment efforts.
- Provide necessary assistance to volunteers for annual IABD Conference and Festival with over 5,000 attendees
- Utilized database management systems to organize over 10,000 membership accounts (deletion, duplication, rearranging information, etc.)
- Supporting benefit communications by helping draft and distribute updates about member perks and events.
- Managing membership data, ensuring accurate records of contacts, payments, and engagement history.
- Contributing to membership campaigns, including planning, tracking, and reporting on outcomes.

Michelle Smith Performing Arts Library **Feb. 2022 – Jan. 2025**
Circulation Desk Administrator

- Standardize and enter data for accurate searching of library resources (ISBN numbers, author name, publication date, etc.)
- Welcome and create an hospitable environment for students, staff, faculty, and other patrons
- Answer phones calls, confirm reservations for study rooms, and communicate daily with patrons
- Utilize CRM systems to ensure library users' items are loaned out properly, checked in, and use the system to oversee their account details
- Keep the front desk space organized, efficient, and clean to ensure a proper work environment

PROJECTS AND RELATED MATERIAL

Patient Recovery Dashboard - Excel (Pivot tables, Slicers, Charts, Dashboard)

- Extracted and cleaned an Excel file showcasing patient count, departments, treatment type, doctor name, gender, age, treatment cost, hospital stays, recovery score
- Constructed Pivot Tables and automated KPI metrics (Average Treatment cost, Average age, Average Recovery Score, Average Recovery Score per doctor, etc.)
- Designed an interactive Excel dashboard with multi-criteria Slicers (Department type, treatment type, doctor name, patient gender)

Community Context and Personas Capstone Project - UX Design (Figma)

- Served as Project Manager leading a 5-member research team to analyze voter engagement barriers and community context for the Southern Poverty Law Center (SPLC).
- Synthesized public datasets—including U.S. Census, Redistricting Data Hub, and BLS data—to identify systemic obstacles facing Black and Latine voters across Alabama's Gulf Coast.
- Designed 4 detailed user personas and journey maps in Figma to represent key demographic groups and visualize their specific civic participation challenges.
- Formulated actionable, persona-tailored strategic recommendations to enhance SPLC's community outreach initiatives and voter education programs.

Transforming and Analyzing Maryland Health Data - Python (Pandas, Matplotlib, Seaborn, Numpy)

- Extracted, cleaned, and merged multi-source CDC PLACES and EPA Smart Location datasets across 3,500+ Maryland census tracts using Python - pandas
- Standardized geographic identifiers (GEOIDs) and calculated custom wage distribution variables to transform raw data into a structured, analysis-ready format.
- Conducted exploratory data analysis to evaluate relationships between walkability, wage levels, and key public health metrics like adult depression and physical inactivity.
- Delivered data-driven insights and summary statistics to help public health officials and employers understand community health patterns across Maryland counties

CERTIFICATIONS, SKILLS & INTERESTS

- **Certifications:** DataCamp - Intermediate SQL
- **Technologies:** Google Workspace, Microsoft 365 Platforms, SQL Workbench, Google CoLab
- **Programming Languages:** Excel, Python - Pandas, Numpy, Matplotlib, SQL, Power BI