Cindy Ha

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EDUCATION

Rutgers Business School — Newark, NJ
M.S. in Marketing Analytics and Insights — Expected May 2027

Northwestern University — Evanston, IL
B.A. in Data Science and Psychology. GPA: 3.92/4.0 — Jun 2024

Relevant Coursework: Marketing Research, Customer Journey Analytics, Advanced Machine Learning, Data Visualization, Analytics for Business Intelligence, AI in Marketing, Using R for Analysis, Data Science Capstone

SKILLS

Programming Languages and Tools: R, Python, SQL, RStudio, Git, Jupyter
ML and Statistics: Hypothesis testing, Power analysis, Feature engineering, Model optimization, Data scraping
Other Tools: Qualtrics, Prolific, CloudResearch, Overleaf, MS Office, HubSpot, CoStar, Concur, REDCap
Languages: English (Native), Vietnamese (Intermediate), Spanish (Elementary), Chinese (Elementary)

AWARDS & HONORS

- 2026: MSMAI Scholarship, Rutgers Business School ($1,500)
- 2024: Psi Chi, International Honor Society in Psychology, Northwestern University
- 2021-2024: Weinberg College of Arts and Sciences Dean's List (9/9 quarters)
- 2021-2023: Palumbo Family Foundation Scholarship, 3x Recipient ($20,000)

EXPERIENCE

Lab Manager — Sep 2024 – Aug 2026
Princeton University — *Princeton, NJ*

- Advanced 4-5 concurrent research projects toward publication by building NLP/ETL pipelines in Python, including audio transcription (OpenAI Whisper) and receipt data scraping (pdfplumber), auditing academic papers by independently replicating statistical analyses, and piloting new studies
- Conducted social network analysis on data from 500+ business owners using R, integrating survey and referral data to map mentorship networks, identify central nodes, and visualize patterns
- Oversaw lab operations by submitting monthly expense reports, scheduling meetings, managing communications, and organizing lab-wide events including dissertation defenses and socials

Presentations: Ha, C., Shah, A.K. (2025). *Impossible Expectations for the Poor.* Association for Psychological Science Conference in Washington, D.C.

Data Analytics Intern — Jun 2024 – Aug 2024
Echo Global Logistics — *Chicago, IL*

- Designed 8 pricing allocation algorithms for RoadTex using SQL queries, mileage APIs, and cloud-based virtual machines, aligning pricing strategy with operational cost structures to support more accurate, cost-based pricing decisions
- Built a centralized knowledge repository on Bloomfire documenting 15 high-impact analytics projects, standardizing institutional knowledge and improving cross-team collaboration across 3 teams

Lead Generation Intern — Mar 2024 – May 2024
Energy CX — *Chicago, IL*

- Researched and validated 1,000+ leads against company ICP criteria, maintaining CRM data integrity to support sales and marketing prioritization
- Consolidated client-identification criteria into onboarding materials for future interns/analysts; co-led training for 2 incoming interns alongside the head analyst

Clerical Aide — Oct 2022 – Feb 2023
Northwestern Student Finance — *Evanston, IL*

- Digitized 300+ closed student accounts into a searchable cloud archive dating back to the 1970s while auditing third-party transactions for billing compliance