SAMANTHA TOWNSEND

408 Homegate Circle Apex, NC 27502 · 919.670.1358

stownsend357@gmail.com · @stem357 Instagram
Linkedin:
https://www.linkedin.com/in/samantha-townsend-a95b841b2/

I am a recent graduate from UNC-Chapel Hill, embarking on the online Master of Information and Data Science (MIDS) at UC Berkeley, and actively seeking full-time roles in the data science field while I pursue my studies part-time. With relevant work experience in data science and a degree in Applied Mathematics and minors in Data Science and Information Systems, I bring a strong foundation in advanced mathematics and analytics. My experience includes working through my undergraduate studies while managing the @stem357 Instagram account with over 100,000 followers, where I promote STEM careers. This demonstrates my capability to balance significant responsibilities, and I am fully prepared to continue working full-time while pursuing my master's degree. Passionate about leveraging data to solve complex problems, I am eager to apply my skills in a dynamic professional environment.

SKILLS

- Python
- R and R Studio
- SQL
- ComSol
- SolidWorks
- Mathematical Modeling
- Data Analysis
- Statistical Modeling
- Data Visualization
- Visual Studio Code
- Google Colab
- Jupyter Notebook
- Advanced Mathematics & Problem Solving

- Website Creation
- HTML & CSS
- Social Media Manager of @stem357
- Teamwork
- Public Speaking
- Event Organizing
- Collaboration
- MySQL
- Microsoft Suite Certified
- Microsoft Teams
- Google Suite/Workspace
- Delivering Presentations
- Statistical Modeling

EXPERIENCE

08/2023 – 05/2024 - Extended Internship Global Data Analytics at Colgate-Palmolive - *Remote*

I was offered an extended internship at Colgate-Palmolive due to my outstanding performance in the Global Data Analytics department. During my time there, I honed a diverse set of technical skills, including advanced proficiency in Python and SQL, comprehensive data analysis, and dynamic data visualization. My initial internship at Colgate-Palmolive was originally scheduled for three months. However, due to my significant contributions, I was offered an extension that lasted until my college

graduation. This extension allowed me to engage in high-impact projects and further develop my skills. Recognized for my strategic acumen and technical expertise, I was tasked with developing a global pricing and promotions elasticity dashboard for every SKU/PPG in both Colgate's and their competitors' portfolios. This complex project required me to employ advanced data manipulation techniques and thorough analytical processes within Google Colab, using Python and SQL. I utilized pandas for data manipulation, alongside other mathematical Python libraries to analyze data effectively. I also integrated various visualization libraries such as Matplotlib to create dynamic visuals that illustrate market trends clearly. The dashboard I developed is now used by Colgate-Palmolive internally to understand market dynamics for both its products and those of its competitors, providing actionable insights through sophisticated technical implementations. My role not only emphasized my ability to handle large datasets and complex algorithms but also developed my skills in problem-solving, project management, and critical thinking.

06/2023 – 08/2023 - Global Data Analytics Intern at Colgate-Palmolive - *New York, NY*

I secured a summer internship at Colgate-Palmolive and relocated to New York City to join their corporate team at Park Avenue as a Global Data Analytics Intern. In this role, I applied my expertise in advanced mathematics, statistics, Python, and SQL to tackle significant global challenges within the realms of data science and analytics. Among my key projects was a detailed elasticity refresh for Mexican toothpaste sales, analyzing how consumer demand responded to price changes across the entire country category. This project required the application of intricate mathematical models and statistical analyses to derive actionable insights. Additionally, I developed and ran predictive analytical models, interpreting and presenting complex data insights to inform strategic decisions. This opportunity not only allowed me to apply theoretical knowledge in practical settings but also to contribute meaningfully to the company's strategic objectives.

08/2022 – 06/2023 - Extended Internship Global Corporate Communications at Colgate-Palmolive - *Remote*

I received an extended internship offer for my exemplary work as a summer intern at Colgate-Palmolive. I continued my duties as an intern for the Global Corporate Communications department, where I was entrusted with managing the corporate Instagram, TikTok, and YouTube accounts. In this role, I created engaging content, analyzed platform algorithms, and kept abreast of current trends to maximize engagement across all channels. My efforts in digital communications complimented my analytical tasks, allowing me to contribute significantly to both the data analytics and corporate communications teams at Colgate-Palmolive.

06/2022 – 08/2022 - Global Corporate Communications Intern at Colgate-Palmolive - *New York, NY*

I was selected for a summer internship at Colgate-Palmolive and relocated to New York City to work at their corporate headquarters on Park Avenue as a Global Corporate Communications Intern. In this role, I managed their corporate Instagram, TikTok, and YouTube accounts, crafting content that maximized engagement through careful analysis of platform algorithms and trending topics. Additionally, I contributed written columns for the Colgate-Palmolive corporate website and regularly updated web content, ensuring that all communications reflected the company's brand and values

effectively. My blend of creative and analytical skills enabled me to significantly enhance our digital outreach and engagement across all platforms.

10/2021 – 10/2022 - Deloitte D-STEM Program - *Remote*

I was selected for Deloitte Consulting's UNC D-STEM | Deloitte's STEM Mentorship & Recruiting Program for the 2021-2022 school year. The goal of this program is for practitioners to connect with STEM students at UNC and provide mentorship as they navigate a career in consulting and prepare for the recruiting process.

07/2021 – 05/2022 - UNC Physics Research Assistant - *Chapel Hill, NC*

Under the guidance of Dr. Richard Superfine, Ph.D., and alongside a team of graduate students, I contributed significantly to our physics research projects by leveraging advanced technical skills in computational and mathematical modeling. I proficiently utilized the ComSol Physics 3D modeling software to perform complex calculations and simulations. My role involved both individual contributions and collaborative efforts, aiming to produce results worthy of publication in 2022. Regular weekly check-ins ensured the alignment of our research objectives and the continuous progression of our projects.

08/2021 – 05/2022 - UNC Work Study, Department of Religious Studies - *Chapel Hill, NC*

In my role within the Department of Religious Studies, I was responsible for maintaining and updating the departmental website under the guidance of my manager. Additionally, I served as the social media coordinator, managing content and engagement on the department's Instagram and Facebook accounts. My responsibilities involved ensuring that digital platforms accurately reflected departmental activities and initiatives, enhancing our online presence and community engagement.

DATES FROM 08/2020 – 12/2020 - UNC Work Study, Department of Religious Studies - *Chapel Hill, NC*

During this period, I was tasked with creating the departmental website, establishing a robust online presence from the ground up under the direction of my manager. As the social media coordinator for the department's Instagram and Facebook accounts, I managed daily posts and audience interactions. My administrative duties also included maintaining the office calendar, managing mail and paperwork, and handling emails, phone calls, and general inquiries, ensuring efficient operation of the department's administrative functions.

EDUCATION

8/2024-5/2026 - UC Berkeley Master of Information and Data Science - Designed for Working Professionals

Starting August 2024, I am thrilled to pursue my Master of Information and Data Science at the University of California, Berkeley. As one of the youngest candidates accepted into this prestigious program, I am eager to deepen my expertise in data science while maintaining a full-time professional role. My goal is to seamlessly integrate advanced academic pursuits with practical, hands-on experience

in the data science field, demonstrating my commitment to continuous learning and professional growth.

8/2020-5/2024 – The University of North Carolina at Chapel Hill
3.642 GPA, graduated with honors with an undergraduate Bachelor of Science degree in Applied Mathematics with minors in Data Science and Information Systems.

8/2017-5/2020 – Wake Technical Community College Dual-Enrollment
4.0 GPA in 12+ college-level classes before graduating high school including Art, History, English, Engineering, Economics, Chemistry, Physics, Calculus I, II, III.

HONORS & AWARDS

2022 UNC Chapel Hill Dean's List
2022 MoreWithUs - Everyday Jobs Spring 2022 Scholarship Contest Winner
2022 Paliwal Club of 100 STEAM Scholars Fund Winner
2021 UNC Chapel Hill Dean's List
2021 National ACO Scholarship Recipient
2021 Recipient of the Piercey & Associates Scholarship
2021 The University of North Carolina at Chapel Hill Sigma Alpha Lambda chapter invitation
2021 Carolinas Credit Union Foundation Scholar
2020 Recipient of the USS Enterprise CVN 65 Association Scholarship
2020 Virginia Heinlein Scholarship Recipient
2020 Carolinas Credit Union Foundation Scholar
2020 Winner of the NSLS Little Leaders Award
2020 One for Two Education Foundation Scholar
2020 Coca-Cola Leaders of Promise Scholar
2019-Present – National Society of Leadership and Success Member
2019 – 25th Annual University of N. Georgia Math Tournament Second Place Winners
2018 – 10th Annual NCMATYC Math Tournament Third Place Winners
2017-Present – Phi Theta Kappa Honor Society Member

ACTIVITIES

2023-2024 - Inducted into the Phi Sigma Pi National Honor Fraternity Alpha Kappa Chapter at UNC
2023-2024 - Reelected UNC-Chapel Hill Order of the Bell Tower Publicity Coordinator
2022-2023 - Elected UNC-Chapel Hill Order of the Bell Tower Publicity Coordinator
2021-Present - UNC-Chapel Hill Order of the Bell Tower Inductee and Member
2021-Present - Member of the AWM (Association of Women in Mathematics) at UNC-Chapel Hill
2013-2020 - Wake County Foster Family: cared for eight foster children over the past ten years
2016-2020 - Online Business Owner on Mercari
2019-2021 - Town of Apex Teen Ambassador & Scholarship recipient: talent and academic competition representing the Town of Apex, NC

ARTICLES

Daily Tarheel Article Written About Me:

https://www.dailytarheel.com/article/2021/06/university-stem357-inspires-women-in-stem

More With us Everyday Jobs Scholarship Article:
https://medium.com/@stownsend357/my-everyday-job-foster-child-advocate-and-camp-counselor-29d1388a047

1000 Dreams Fund Scholarship Article:
https://1000dreamsfund.org/success/samantha-19-funded/

The Heinlein Society 2020 Scholarship Winners:

http://file770.com/the-heinlein-society-2020-scholarship-winners/

An Article I wrote about my experience as a Global Corporate Communications Intern at Colgate-Palmolive:
https://www.linkedin.com/pulse/samantha-townsends-journey-intern-colgate-palmolive-samantha-townsend%3FtrackingId=%252BDzie%252BBgQAmk%252B7nYdma9fg%253D%253D/?trackingId=%2BDzie%2BBgQAmk%2B7nYdma9fg%3D%3D

A multi-level personal web site that I created:

https://opal.ils.unc.edu/~stt357/scrolling-nav/