

# Michela Effendie

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## WORK EXPERIENCE

### Freelance

*Web Developer and Data Consultant*

**Remote**

*June 2022 – Present*

- Compiled marketing strategy from data gathered from Google Analytics, Ads, Web Analytics, and Social Media Analytics, cleaning data, analyzing results, and visualizing the data using Excel, Tableau, Looker Studio, and Power BI for cost-effective solutions.
- Built and executed social media marketing strategy through data collection, competitive research, benchmarking, and audience identification, led to an organic reach average of 74% among 5 brands.
- Maintained websites for customers in different industries, increased traffic of over 5 websites by 23%.

### U-LINK AI Research, University of Miami

*Full-Stack Data Scientist*

**Miami, FL**

*June 2024 – Present*

- Created an ETL pipeline for connecting siloed, unstructured data sources to enhance an LLM based RAG chatbot which was deployed as a front-end application to serve interdisciplinary research teams and increase productivity (PyTorch, LangChain, Streamlit, Ollama, Python, Docker, OpenCV).
- Utilized RAG enabled AI agents and a semantic routing layer to direct user intent for task-driven function calling which facilitated biologically based solutions for new-generation concrete (LangGraph, CrewAI).

### Alberto Cairo, Open Visualization Academy

*Data Visualization and Web Developer*

**Remote**

*August 2024 – Apr 2025*

- Created interactive, multi-layered SVG maps using D3.js and Javascript by visualizing complex data sets, such as seismic activity for Navigating Indonesia's Earthquakes data storytelling project using innovative strategies.
- Translated complex data sets into actionable insights for disaster awareness and preparedness through data modeling, advanced statistical techniques, and written communication (Python, R, Excel).
- Develop and maintain the academy's website as well as write educational articles on data visualization.

### Data Science and Computational Biology, University of Miami

*Data Science Researcher*

**Miami, FL**

*March 2024 – Dec 2024*

- Conducted research on the application of Vision Transformers (ViT) for multiclass multimodal skin disease classification with explainable AI (XAI) (Transformers, Pytorch, Pandas, NumPy, OpenCV).
- Published research paper to 2024 IEEE ICMLA.

### IDEAS Consortium for Children Research, University of Miami

*Database Administrator*

**Miami, FL**

*February 2024 – Dec 2024*

- Conducted data analysis and preprocessing in collaboration with the Institute of Data Science and Computing at UM using R which increased data accuracy by 25% and reducing data processing time by 30%.
- Developed and refined data workflows and protocols for seamless integration and analysis across various research studies, improving efficiency by 35%.
- Created and managed databases to support research initiatives with 50% improved retrieval speed and ensured database uptime which enhanced research productivity.

### JetBlue Travel Products

*Data Analyst*

**Dania Beach, FL**

*November 2022 – April 2023*

- Conducted deep dive analyses using SQL and BigQuery to uncover trends in user behavior on our websites, leading to the identification of a high-potential customer segment that resulted in a 20% increase in revenue.
- Utilized predictive modeling techniques in Looker Studio to forecast upcoming trends and events based on historical data from Google Analytics, resulting in a 10% improvement in marketing campaign effectiveness.

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- Collaborated with cross-functional teams to leverage SQL, BigQuery, Google Analytics, and Looker Studio to create detailed reports on website performance, resulting in a 15% increase in user engagement metrics.

## Gulfstream Goodwill Industries

*Digital Marketing Data Specialist*

**West Palm Beach, FL**

*June 2022 – November 2022*

- Generated reports on Hootsuite and Microsoft Excel to conduct trend analysis for social media marketing content, increased reach by 30% and engagement by 72%.
- Gathered, cleaned, and analyzed data using Excel and Google Analytics, increased target reach by 13%.
- Collaborated with the Vice President of Marketing to grow Instagram and LinkedIn accounts, implementing posting schedules for popular content which increased total followers by 9.6% within 6 weeks.
- Cleared over 100 marketing backlogged requests.

## EDUCATION

### University of Miami

*MS in Data Science (GPA: 4.0)*

**Miami, FL**

### Keiser University

*BS in Interdisciplinary Studies, Marketing and Entrepreneurship (GPA: 4.0)*

**West Palm Beach, FL**

- Valedictorian, NAIA Golf Player of the Year, COSIDA & WGCA Academic All-American

## SKILLS & INTERESTS

English | Indonesian | Mandarin Chinese | Python | R | SQL (MySQL, Postgres) | LangChain | PyTorch | HTML CSS | Google Analytics | Illustrator | BigQuery | Jira | Git | Docker | Flask | Numpy | Pandas | Scikit-Learn | Jupyter Notebook | VS Code | Plotly Dash | AWS

## LANGUAGES

Fluent English | Fluent Indonesian | Basic Mandarin Chinese