Macy J. Cherneff

San Diego, CA | 530-536-6111 | mcherneff@sandiego.edu | macy.cherneff@icloud.com | www.linkedin.com/in/macy-cherneff

OBJECTIVE STATEMENT

Honors student (B.A. Computer Science & B.B.A. Financial Management, Mathematics minor, Data Science & AI concentration) graduating May 2026. Passionate about translating data into actionable insights through analytics, visualization, and data-driven decision-making.

EDUCATION

University of San Diego – Knauss School of Business, Shiley-Marcos School of Engineering   San Diego, CA | **Class of 2026**
- **Dual Majors**: Computer Science & Financial Management
- **Minor**: Mathematics | **Concentration:** Data Science & Artificial Intelligence
- **GPA**: 3.67 | **Honors College** | **Dean's List**: 2022-2025

Relevant Coursework: Data Science Foundations, Human-Centered Data Science, Algorithms (in progress), Numerical Analysis, Foundations of Business Analytics, Operations Management, Financial Management

PROFESSIONAL EXPERIENCE

Adobe   San Jose, CA
Digital Media Business Development Representative Intern   *May 2025 – August 2025*
- **Outreach.io Sequence Optimization:** Conducted data-driven analysis of 11,000+ outbound interactions across Adobe Express, Document Cloud, Frame.io & Firefly BDR teams to identify high-performing messaging patterns and engagement strategies.
- **Solution Utilization Management (SUM) Analytics:** Partnered with Adobe's SUM team to analyze Commerce datasets in Databricks SQL, uncovering trends in SKU performance, GMV tiers, and AOV levels that informed pricing and product adoption strategy.
- **Capstone Presentation – "Jack of All Trades":** Delivered insights integrating sales performance data, messaging analytics, and adoption metrics; recognized by Adobe executives for bridging technical analysis and business strategy.

University of San Diego - Shiley-Marcos School of Engineering   San Diego, CA
Computer Science Lab Assistant   *September 2024 – May 2025*
- Supported 35+ students in debugging and algorithmic problem-solving; improved lab completion rates and grades by 20 %.

Ignite Learning Center   La Jolla, CA
Math & Computer Science Tutor   *September 2025 – Present*
- Tutor 6+ students weekly in math and CS; develop personalized learning plans boosting performance by one letter grade on average.

SELECT RESEARCH & PROJECTS

Honors Thesis – Audio Sentiment Analysis of Earnings Calls (in progress)
- Building a machine-learning pipeline with OpenAI Whisper, Python, and sentiment analysis to evaluate executive tone and predict market reactions.

Senior Design Project – PitchSuite 2.0
- Developing a full-stack web platform for Brink SBDC to streamline startup pitch management and communication.
- Designing and implementing both frontend and backend components, including a new data analytics module for user metrics and messaging insights.
- Lead weekly client meetings, manage feature documentation, and collaborate using GitHub and Docker environments.

Adobe SUM Data Analytics Project
- Created Databricks dashboards visualizing Commerce data to identify adoption and revenue trends across customer tiers.

Vehicle Price Prediction (Project Co-Lead)
- Built ML regression models with Python, Scikit-learn, and XGBoost, achieving high R^2 and interpretable visualizations in Tableau.

LEADERSHIP & INVOLVEMENT

- **Treasurer,** Society of Women Engineers (USD) – led a $27K fundraising campaign to send 25 members to WE25.
- Member: Women in Business, Honors Club, ACM, Alpha Chi Omega

TECHNICAL & ANALYTICAL SKILLS

Languages & Tools: Python | Java | SQL | JavaScript | React | Flask | Tableau | Databricks | Excel | Docker | GitHub

Analytics: Data Visualization | Predictive Modeling | Statistical Analysis | Regression | Business Intelligence

Soft Skills: Communication | Leadership | Collaboration | Analytical Thinking | Adaptability