

Jenna Kraus

jskraus003@gmail.com | +1 (201) 394-6867 | linkedin.com/in/jenna-kraus

Education

University of Wisconsin–Madison

Madison, WI

Bachelor of Science – Information Science

GPA: 3.7/4.0

Certificates: Data Science, Digital Studies, Technical Communications, Machine Learning in Production

Relevant Coursework: Data Programming, Applied Database Design, Interaction Design Studio, Data Science Modeling, Management & Marketing

Skills & Languages

- Programming & Analytics: Python, R, SQL, Pandas, Excel, Tableau
- Sales & Business Tools: Salesforce, ADP CRM, Consultative Selling, Lead Qualification
- UX/UI & Marketing Tools: Figma, A/B Testing, SEO

Experience

ADP — Client Outbound Sales Intern (Florham Park, NJ)

Jun 2025 – Aug 2025

- Generated \$25K+ in revenue pipeline by qualifying small business leads for HR and retirement solutions.
- Made 80–100 outbound calls daily, securing discovery conversations and uncovering client pain points.
- Overcame objections to book high-value appointments with Executive Officers (EOs), winning 7 of 8 weekly sales competitions.
- Leveraged Salesforce CRM to track outreach, manage pipeline, and maintain proficiency in lead management tools.
- Partnered with senior reps in virtual demos and negotiations, contributing to team quota achievement.

C2L Consultants — Data Analytics Consultant Intern (Remote)

May 2025 – Present

- Cleaned and standardized beverage sales (PMIX) data for hospitality clients, ensuring accuracy and consistency across large datasets.
- Built interactive Tableau dashboards in R, Excel, and Tableau to analyze beverage performance trends (YOY comparisons, top/low-performing items).
- Developed predictive regression and classification models to forecast demand and inform pricing and menu optimization.
- Delivered a stakeholder-ready presentation translating complex analyses into actionable recommendations, leading to 10% revenue growth in key beverage categories.

Kollege Klub — Bartender (Madison, WI)

Sep 2023 – Dec 2024

- Delivered efficient, high-volume service to 200+ customers per shift while maintaining quality and customer satisfaction.
- Designed and launched a custom merchandise line, with tailgate shirts selling out in under 24 hours and generating significant incremental revenue.
- Coordinated with team members in fast-paced, high-pressure environments, strengthening leadership, collaboration, and customer relations skills.

Projects

Volunteer Connection App (In Development) — Interaction Design Studio (Madison, WI)

Sep 2024 – Dec 2024

- Designed a Figma prototype connecting students to 100+ local volunteer opportunities.
- Built a Python web scraper using Selenium and BeautifulSoup to automate opportunity collection from volunteer sites.
- Conducted usability testing with 15 peers, improving onboarding flow by 30%.

NYC Crime Data Analysis — Data Science Modeling (Madison, WI)

Jan 2025 – Apr 2025

- Analyzed 100K+ NYPD arrest records in R to evaluate differences in crime patterns between age groups.
- Applied hypothesis testing and confidence intervals to compare felony assault and drug-related arrests between the groups 18–24 and 25–44.
- Identified statistically significant trends and delivered a stakeholder-ready presentation with policy recommendations for targeted prevention and smarter resource allocation.

Etsy Digital Store — Data-Driven Marketing (Remote)

Nov 2023 – Nov 2024

- Launched a successful Etsy store, generating \$2,500+ in revenue through data-driven social media strategies.
- Used A/B-tested ad creatives to boost engagement by 15% and conversion by 12%.
- Executed SEO and audience segmentation strategies, driving sustained traffic and sales.