

KEFINA WRIGHT

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EDUCATION

University of Notre Dame, Notre Dame, IN

May 2027

B. B. A., Mendoza College of Business

Cumulative GPA: 3.6/4.0

Majors: Business Analytics & Film

Honors: QuestBridge Scholar, Mendoza Dean's Ambassador, Girls Who Code Alumni Advisory Council

Relevant Coursework: Video Essays, Intro to Filmmaking, Conveying Visual Data Insights, Unstructured Data Analytics

RELEVANT EXPERIENCE & ACADEMIC TRAINING

PricewaterhouseCoopers (PwC), New York, NY

Jun 2026 – Aug 2026

Incoming Strategy& Deals Advance Intern

PricewaterhouseCoopers (PwC), Strategy& Deals Intern, New York, NY

Jun 2025 – Aug 2025

- Owned analytics workstream on a 4-person intern team, built Python-based text analysis on 1,000+ unstructured AI chatbot logs to extract high-frequency terms and sentiment patterns
- Formulated a data-backed user engagement strategy for an AI EdTech chatbot, identifying features to increase retention by ~20%
- Built a top-down market analysis using AI industry benchmarks to evaluate efficiency gains (15–25%) and ~\$300K annual value for a simulated cloud-kitchen start-up case

Student International Business Council, STEM Division, Notre Dame, IN

Aug 2024 – Nov 2024

Travel Team Member—PwC STEM Strategic Advisory Project

- Led a 2-person sub-team analyzing 10,000+ sales data points using Power BI and Excel to identify trends in purchasing behaviors
- Developed a data-backed strategy to improve online sales by 28% through utilizing seasonal collection collaborations, integrating AI mockups to visually align product design with consumer trends
- Delivered a presentation to PwC senior professionals with a team of 9, providing recommendations to improve supply chain efficiency, boost online sales, and streamline inventory management

Unstructured Data Analytics Machine Learning Project, *Audio-Based Covid Classification Team*, Notre Dame, IN

Jan 2026 – May 2026

- Collaborated on a 4-person research project analyzing 2,000+ unstructured cough audio samples to classify COVID-19, symptomatic, and healthy cases using Python and AI-assisted modeling workflows
- Applied transformer-based audio embeddings (Wav2Vec2), ensemble modeling, and iterative model refinement techniques to evaluate classifier performance, identify prediction bias, and assess real-world applications of AI-driven healthcare screening systems

LEADERSHIP AND COMMUNITY OUTREACH

Black Business Association of Notre Dame (BBAND), *President*, Notre Dame, IN

Aug 2023 – Present

- Led a 10-member executive board and 30+ member organization, overseeing strategic planning, external partnerships, and programming that increased general membership by 50% from the previous year
- Secured 7+ external partnerships, generating \$5k+ in funding and in-kind support through sponsored events and programming
- Redesigned leadership pipeline by launching a rotational Board Intern Program, increasing member-to-leadership conversion by 35%
- Launched first Discounted Beauty Supply initiative in partnership with local South Bend stylists, achieving 80% sell-through

Diversity Council, *Data and Design Lead*, Notre Dame, IN

Nov 2023 – Present

- Conducted survey for over 80+ students on access to professional clothing and hair care, producing a 10-page comprehensive report utilized by university leadership to inform future resource allocation decisions
- Led development of a paid student liaison role with campus police (NDPD) to improve student–officer relations on campus
- Increased digital visibility by 50% and engagement by 15% through analytics-driven content strategy and targeted outreach initiatives

Girls Who Code, *Teaching Assistant*, New York, NY

Jun 2023 – Aug 2024

- Taught JavaScript and game development concepts to 500+ students through interactive instruction and hands-on projects
- Mentored 5 cohorts of 10-15 students, providing game design advice resulting in over 90% completion rate for projects

EMPLOYMENT

Mendoza College of Business ITAO Department, *Business Analytics Teaching Assistant*, Notre Dame, IN

Aug 2025 – Present

- Graded 100+ Excel/Power BI assignments, dashboards and presentations, providing personalized feedback on accuracy and narrative clarity, ensuring students demonstrated both technical proficiency and clear data-driven storytelling
- Created 4 supplemental TA office hours after identifying common Power BI/Excel challenges, attended by 15+ students per session

SKILLS AND INTERESTS

Technical – Python | HTML | CSS | Tableau | Power BI | Excel | PowerPoint | Canva | Premiere Pro

Interests – Screenwriting | Video Essays | Creative AI Technology Projects | Tennis