

# Eric Friedman

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## EDUCATION

**Temple University | Philadelphia, PA**

**College of Science and Technology**

Bachelor of Science, Information Science & Technology

Minor, Digital Forensics & Cyber Security

Graduation: May 2021

**Skills** – Website Design/Development, HTML, CSS, Java, Swift, XCode, GitHub, Adobe Photoshop, Git, Mobile App Development, Sketch, LAMP stack configuration, SQL, Oracle SQL Developer, Google Ads, Google Analytics, Google Big Query, Facebook Ads, Digital Marketing, Google Data Studio

## EXPERIENCE

**215 Marketing**

**Philadelphia, PA**

***Digital Marketing & Engineering Intern***

**January 2019 – Present**

- Utilizing various marketing/analytics API's and Google Big Query I was tasked with engineering a fully automated data warehouse that is queried on a weekly and monthly basis. The goal of this project is to cut out the 10-15 hours spent each month on manual data reporting
- Configure and manage client Google Analytics and Google Ads accounts and create weekly and monthly performance reports based on specific key metrics
- Utilizing the data warehouse, I was tasked with creating custom visualization dashboards. The dashboards are powered by Google Data Studio and are used for client reporting/presentations

**Make School**

**San Francisco, CA**

***Summer Academy***

**July 2018 – August 2018**

- Mobile app development program with the goal of developing and shipping a fully functional app to the Apple App Store by the end of the six-week period.
- I spent my weekends teaching myself how to build mobile games as well and ended up with two complete personal apps in the app store by the end of the six-weeks, becoming the first student to ever do so.
- The first month focused on learning. I built eight different applications each focusing on different programming frameworks of increasing difficulty. These frameworks included things such as core data integration, database configuration (Firebase, MySQL), etc. Starting from building something as simple as a notes app to something as complex as Instagram.
- The program was run like a startup, each 9-5 day beginning with stand-up sessions where we discussed what we had accomplished the previous day, what we hoped to accomplish today, and any obstacles or challenges we faced along the way.
- The game I developed was a simple color game called "Switch". It required a lot of math and physics to build it making for a very interesting development process. The app I built was called "Roam". Roam is a travel app built using the Yelp API.

**Eastern Building Corporation**

**Philadelphia, PA**

***Website Developer***

**June 2018 – Present**

- Built/continue to manage and update the company website
- Showcase the company's portfolio including current and upcoming projects
- Handled server back end, including full LAMP stack configuration

**Timepiece Tailors**

**Philadelphia, PA**

***Founder***

**March 2018 – April 2018**

- Started a Shopify store/brand called Timepiece Tailors to sell men's watches
- Operated for one month due to time restrictions associated with academics
- During the operations the store made \$1500+ in sales and performed in the top eight percentile of all stores started the same month
- Handled digital marketing, targeted advertising, SEO, leveraging email lists, creating sales funnels, developing relationships with suppliers, and more

## ACTIVITIES / AFFILIATIONS

- Member of Alpha Epsilon Pi Fraternity
- Association for Computer Machinery (ACM) September 2016 - Present
- Entrepreneurial Student Association (ESA) September 2016 - Present
- Computer Information and Science Student Community, September 2016 - Present
- TUDev, September 2016 – Present

## AWARDS

- FBLA State Competition 6th place winner in Mobile App Development
- FBLA National Competition Qualifier
- Angel Hacks 2018 2nd place winner presented by Trello in San Francisco