

# Everest Guerra

**Address** 821 East University Ave.  
Ann Arbor, MI 48104

**Phone** (248) 660-6888

**E-mail** everest@umich.edu

**GitHub** everest113

## Education

2015 - 2019	<b>University of Michigan</b> <ul style="list-style-type: none"><li>Bachelor of General Studies, Focus: Computer Science, Business, and Entrepreneurship</li><li>Founding Member, Green Wolverine: Ross School of Business Organization</li><li>Council, Alpha Epsilon Pi Fraternity Omega Deuteron Chapter</li></ul>
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## Experience

Oct 2017 - present	<b>CEO   Principal Engineer</b> <i>Greek Dressing - Ann Arbor, MI</i> <ul style="list-style-type: none"><li>Founded Greek Dressing to make ordering custom apparel trivial for the thousands of social and educational groups on college campuses, combining a custom-built order management web application with student ambassadors to facilitate a one-on-one, seamless custom apparel ordering experience</li><li>Built and trained a sales team consisting of eleven student ambassadors at eight universities on how to be expert entrepreneurs on their campus, generating \$70,000 in revenue since the program began at the beginning of 2018</li></ul>
Jun 2018 - Aug 2018	<b>Software Engineering Intern</b> <i>WeWork - New York, NY</i> <ul style="list-style-type: none"><li>Centralized data from a legacy and current database into a unified Ruby on Rails API, including implementing a robust test suite, creating a more efficient developer workflow and allowing the deprecation of the legacy system</li><li>Implemented a user interface for an internal business application abiding by the latest design standards in React and Redux using ES6 syntax, allowing users to interact with the newly created API endpoints</li></ul>
Jun 2017 - Aug 2017	<b>Software Engineering Intern</b> <i>WeWork - New York, NY</i> <ul style="list-style-type: none"><li>Extended building management web application utilizing React.js, SASS, and Ruby on Rails technologies, reducing member churn and increasing overall test coverage by 2%</li></ul>
Apr 2016 - Apr 2017	<b>Logistical Analysis Intern</b> <i>ConnectPoint Exports - Chicago, IL</i> <ul style="list-style-type: none"><li>Programed Excel profit analysis models for exporting over \$2 million in name brand condiments to China and Brazil, considering logistical, marketing, and administrative costs, allowing senior partners data to make strategic decisions</li></ul>
Jun 2015 - Apr 2017	<b>Real Estate Development Intern</b> <i>Porritt Group - Troy, MI</i> <ul style="list-style-type: none"><li>Analyzed development forecasts, feasibility studies and construction proposals to create profit analysis reports for \$90m development in Chicago, IL, aiding investors to differentiate between long-term and short-term growth plays</li><li>Fulfilled development and architectural due diligence requests, utilizing internal information systems and consulting professional firms, establishing agreement terms for property developments throughout Michigan</li></ul>
Apr 2015 - Oct 2016	<b>Chief Information Officer</b> <i>Gulfstream Gardens - Bloomfield Hills, MI</i> <ul style="list-style-type: none"><li>Integrated strong, extended marketing and web development teams to launch ecommerce website, using communication, task management, and other cloud computing applications to establish accountability systems for, and to facilitate communication between various firms and employees</li><li>Quantified real-time customer behaviors and feedback using Google Analytics and HubSpot, acquiring product purchasing habit and preference data to establish warehousing strategies, inventory baselines and pricing structures requisite for business growth, resulting in overall enhanced logistic efficiency</li><li>Raised \$200,000 Series B funds through angel investment, necessary to transition external web-development team and data systems accelerating development, lowering long-term cost, and improving system reliability</li></ul>
Nov 2014 - Dec 2015	<b>Content Manager</b> <i>Wasserman Projects</i> <ul style="list-style-type: none"><li>Promoted live events and exhibitions in Detroit, Miami, and New York for contemporary artists, music groups, and discussion panels, assembling artist and viewer interviews, event recaps and insider perspective videos for social media, website, and newsletter content, creating a platform for collectors to engage with art outside the gallery</li></ul>