

ZAK PORAT

Boston, MA | (310) 817-3364 | porat.i@northeastern.edu | [LinkedIn](#)
Available July-December 2025

Education

Northeastern University, Khoury College of Computer Sciences Sept. 2023 - Mar. 2027
Candidate for Bachelor of Science in Computer Science & Finance Boston, MA

- Selected Coursework:** Financial Accounting & Reporting, Profit Analysis Advisement, Business Statistics, Algorithms & Data, Database Design, Foundations of Data Science, Principles of Macroeconomics

Work Experience

P&M Research Consulting Firm Boston, MA
Co-founder & Principal Consultant July 2024 - Present

- Led marketing strategies for 4 B2B clients, generating **40 new clients** for a Real Estate Technology Company
- Conducted in-depth analysis of marketing funnel data to identify campaign inefficiencies, implementing targeted optimizations that increased response rates by **450%** and increased appointment shown by **550% (22 to 122)**
- Developed and implemented sales strategies, resulting in **5.5x** more appointments booked (**36 to 162**), and a **131%** improvement in closing rates (**16% to 37%**) while increasing the lifetime customer value by **480%**
- Implemented Excel financial models to optimize marketing channel allocation and predict customer lifetime value

Technical Regulatory Solutions SaaS Oakland, CA
Head of Technology Nov. 2023 - Apr. 2024

- Developed a RAG-based AI MVP using Python (FastAPI, SQLite) to automate construction document analysis
- Containerized application using Docker, achieving 99% uptime while **processing 100+ documents weekly**
- Led strategic partnerships with **3 construction firms** and SAYJ Global mentorship to validate market opportunity

Northeastern University Campus Sports and Recreation Oakland, CA
Fitness Center Worker Sept. 2023 - Apr. 2024

- Served as primary fitness consultant by providing comprehensive fitness advice and guidance to 100+ athletes
- Led daily operations by maintaining facility standards, and implementing safety protocols across athletic facilities

Projects

Data Enrichment Agents Boston, MA
Developer Nov. 2024 - Dec. 2024

- Engineered an automated lead enrichment system using Python and processing algorithms that efficiently transforms emails and LinkedIn URLs into comprehensive prospect data, delivering actionable sales insights
- Integrated Anthropic's API to develop intelligent data processing, significantly reducing manual research time
- Streamlined lead qualification workflows by automatically enriching CRM data, enabling targeted sales outreach

ACAS Technology Systems Oakland, CA
Co-Developer Sept. 2023 - Apr. 2024

- Filed **provisional patent for a novel vehicle-to-vehicle communication system** that reduces collision risks
- Developed and validated driving simulator model using Python (Pandas, CARLA Simulator) for real-time vehicle-to-vehicle communication protocols, enabling autonomous fleet safety through innovate safety design
- Collaborated with **Microsoft, Google, and Oak Ridge Laboratory engineers** to validate safety protocol models

Skills & Interests

Excel: Wall Street Prep Certified Issued Feb. 2025
Programming Languages: Python, SQL, Java
Frameworks & Libraries: Pandas, NumPy, Matplotlib, Seaborn, FastAPI, Scikit-Learn
Tools & Platforms: GitHub, MongoDB, PostgreSQL, SQLite, Bloomberg Terminal, Docker, Linux
Interests: B2B Marketing, Internalization Theory (Psychology), History Books, Capital Markets