

# Jeff Livers

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## EDUCATION

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### San Diego State University

*Bachelor of Science in Management Information Systems, Minor in Sustainability*

San Diego, CA

Aug 2019 – May 2023

## EXPERIENCE

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### Business Analyst

*Dockaid & Seaside Parts*

May 2022 – May 2023

San Diego, CA

- Designed and developed two websites using programs such as Figma, Wix, HTML, and CSS
- Deployed automated invoice tracking system within QuickBooks that reduced workflow by 15 hours a week
- Successfully created multiple Google Ad search campaigns while continuously improving ad performance
- Implemented Google Tag Manager and Google Analytics to track user engagement and SEO performance
- Created new system for service processes by writing process analysis report, designing DFD diagrams, updating employee and customer forms, and presented to employer

### Finance Intern

*Mathly Startup*

May 2020 – Dec 2021

San Diego, CA

- Organized and conducted informational interviews with early adopter cohort of over 25 parents
- Created and oversaw core financial projections to analyze business strategy and expenditures
- Managed articles of incorporation, business bank account, insurance applications, payroll, Intuit QuickBooks, and equity distribution

### Shift Lead Climbing Instructor

*SDSU Aztec Recreation Center*

Aug 2021 – Aug 2022

San Diego, CA

- Lead instructional courses on rock climbing safe practices for groups of up to 12 at a time
- Created, proposed, and implemented improved system for participant and gear tracking
- Received “Outstanding Performance Award” for high quality work performance

## ACADEMIC PROJECTS

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### Business Analysis and Solution Development

Fall 2021

- Worked closely with ATA college to analyze business processes and look for relevant solutions to improve their on-boarding and student data tracking
- Compiled and proposed extensive report of current practices as well as suggested solutions
- Presented project outline to various business professionals in class conference

### AWS Cloud Infrastructure Deployment

Spring 2023

- Created an EC2 instance with CloudWatch alarms to monitor network traffic
- Used IAM to create roles and manage EC2 instance as well as S3 bucket for automated backups
- Hardened system and created incident response documentation by using NIST and CIS frameworks

## TECHNICAL SKILLS

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**Programming and Development:** HTML, CSS, Javascript, SQL, Python, Git, Github, CLI

**Design and Diagrams:** Figma, Lucidchart

**Digital Marketing:** SEO, Google Ads, Google Analytics, Google Tag Manager, Hotjar

**Accounting:** Quickbooks, Excel, Zoho

## LEADERSHIP EXPERIENCE AND ACHIEVEMENTS

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**Rock Climbing Club President:** Effectively managed executive board of over 11 members as well as leading club events and planned trips for over 200 members

**Pacific Crest Trail Thru-Hike:** Planned and hiked a trip of over 2,500 miles from Mexico to Canada in 5 months

**Eagle Scout:** Attained rank of Eagle Scout through over 5 years of commitment to Boy Scouts