

BENJAMIN A. SEGAL

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[UNIVERSITY OF MICHIGAN, SENIOR]

BS: User Experience Design
Minor: Entrepreneurship

[SKILLS]

Proficient: HTML, CSS, Javascript, SQL, & PHP
Working Knowledge: C++, Python, & Swift
Design: Photoshop, Illustrator, Premier, Sketch
Tools: Google Analytics, Optimizely, HotJar

[EXTRACURRICULARS]

SCHOOL OF INFORMATION REPRESENTATIVE, 2016-PRESENT

ANN ARBOR, MI

Central Student Government,
Elected to represent all School of Information students at the undergraduate and graduate level. Represent over 200 students. Aid the Central Student Government in weekly communications to the student body.

RESIDENTIAL ADVISOR, 2015-PRESENT

ANN ARBOR, MI

Committed to creating a positive Michigan experience for my 35 residents. Promote a welcoming environment through community building events. Devoted to the growth of my residents.

TEACHING ASSISTANT, 2015

ANN ARBOR, MI

Entrepreneurship 407
Teaching assistant for seminar series that invited respected entrepreneurs to speak about their startup experience. Connect with students at office hours, aided Director of Entrepreneurship in selecting speakers, and reviewed materials, prepared interview questions. Presented on design for a class to the lecture hall.

PGN, CO-FOUNDER, 2013-PRESENT

ANN ARBOR, MI

Professional Fraternity
Winter 2013, established University of Michigan chapter charter for national professional Phi Gamma Nu professional business fraternity. Fall 2014, helped lead new marketing plan, attracted 400 new recruits. 90 current active members and growing.

[WORK EXPERIENCE]

IBM

NEW YORK CITY

Performance Marketing Intern
Used smart analytics, innovative strategies, and intuitive design principles to improve internal IBM projects. Learned Google Analytics, HotJar (heat mapping tool), and Optimizely (A/B testing tool) in order to improve the Marketing Analytics Community, an internal website for IBMers to learn marketing tools. Gained insights from data to recommend a restructuring of the site's design. Storyboarded, produced, and edited video for work place educational module. Clocked in 30 hours of after work learning via, Think Videos, an IBM employee education portal.

ONWARD, 2015

ISRAEL

Marketing Intern
Marketing Intern for Rep'nUp, Israeli tech startup. Analyzed market trends to target audience. Wrote and directed marketing content.

CAMP YJ, 2011-2015

AMHERST, NH

Counselor, Lifeguard, Music Department Director
Supervised a bunk of twenty campers, served as certified lifeguard, swim, boating, and waterski instructor, led overnight camping trips (2011-2013). Music Department Director (2014-2015) - Supervised staff and organized all music activities. Led camp wide music programs, organized and taught music classes.