

## Basil Siddiqui

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<https://github.com/bsiddiqui>

**B.K.S.**

## Experience

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### PlayedBy.me – Founder

**2012 – Present**

Developed a website and mobile app that let's people choose the music they'd like to hear at venues they visit. Hosts create parties and an initial playlist through a web app and then invite their friends. Once at the party, guests can add songs to the playlist and up/down vote songs in the queue via a mobile app. The project was accepted into Hack Harvard – Harvard's Winter Incubator program – and is currently open for beta testing. PlayedBy.me has received an overwhelmingly positive response from beta testers and local business owners.

Relevant technologies: Ruby on Rails, JavaScript (and jQuery), Objective C (and iOS SDK), HTML, and CSS

### Tiggly – Intern

**2012 - Present**

Helped develop Tiggly's first iPad app and toy for children. Assisted with video production, site-design, and publicity for the Kickstarter campaign, which raised over \$20,000. Regularly maintained and updated the Tiggly website ([tiggly.com](http://tiggly.com)) and the storefront ([tiggly.myshopify.com](http://tiggly.myshopify.com)). Currently working with Tiggly's Founders on raising funds and securing distribution at major toy stores.

Relevant technologies: Objective C (and iOS SDK), HTML, and CSS

### Global Electronic Technology – Business Development

**2008 - 2011**

Built financial models with income statements, cash flow statements, and balance sheets in pitching a new brand strategy that was focused on community and business growth in the payments industry. Used financial models to value marketing strategies. Researched growth opportunities in technology, financial services, and web 2.0 sectors by performing high level analysis of revenue models and growth potential based on specific market trends. Restructured and streamlined the firm's social media, SEO, and web affiliate strategy.

### Fullerton Debate – Research Analyst

**2008 - 2009**

Conducted in-depth research on the 2008-policy topic of alternative energy and 2009 poverty topic. My strategic planning and coaching helped Fullerton High School rank as the number six-policy debate team in the country.

## Education

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### Harvard University

**Class of 2014**

Current GPA: 3.9  
A.L.B. Candidate, Concentrating in Economics  
Secondary Concentration in Computer Science

### Campus Leadership:

- Harvard Financial Analysts Club – worked as an Asset Manager, teaching freshman about finance during their Comp in the fall and helping the Financial Analyst Club manage its \$30,000 fund throughout the year
- Harvard Graduate Consulting Club – attended weekly case practices and conducted case and interview preparation
- Harvard Ballroom Dance Team – served as Assistant Captain, Social Class Coordinator, and Director of the Finance Committee. Helped the Ballroom Team secure sponsors and raise funds for its \$40,000+ event: Harvard Invitational.

### School Awards:

- Deans List (2011-2012) – given to students with a GPA of 3.5 or higher