

# JUSTIN APPLEFIELD

<b>EDUCATION</b>	<b>UNIVERSITY OF MICHIGAN</b> <span style="float: right;"><b>Ann Arbor, MI</b></span> <b>College of Engineering</b> Bachelor of Science in Engineering, May 2022 <ul style="list-style-type: none"> <li>• Major: Computer Science Engineering; Minor: Chinese Language and Culture, Mathematics</li> <li>• University Honors &amp; Dean's Honor List F18 W19, William J Branstrom Freshman Prize 2019</li> <li>• Walker Bredt Scholarship recipient</li> <li>• Participated in Exchange at Hong Kong University of Science and Technology (Summer 2019)</li> <li>• GPA 4.0/4.0</li> </ul> <b>Stephen M. Ross School of Business</b> Bachelor of Business Administration, May 2022
<b>EXPERIENCE</b>	<b>TAMID GROUP</b> <span style="float: right;"><b>Ann Arbor, MI</b></span> <b>2018-Present</b> <b>Director of Marketing, 2019-Present</b> <ul style="list-style-type: none"> <li>• Implemented improved graphic designs to enhance readability and revitalize monthly newsletters to highlight chapter accomplishments and major upcoming events</li> <li>• Started an effort to spotlight new members to showcase the organization's diversity to improve post engagements by over 100%</li> <li>• Designed marketing materials to promote speaker series event featuring Bill Ackman, improving organization's brand reputation on campus and filling the event venue</li> </ul> <b>Equity Research Analyst, 2018-Present</b> <ul style="list-style-type: none"> <li>• Actively manage a \$15,000 equity portfolio and deliver market updates and stock pitches on small equity research team</li> <li>• Researched semiconductor industry and prepared market analysis for NVDA stock pitch and convinced fund team members to buy</li> </ul>
<b>2018-Present</b>	<b>KOL HAKAVOD</b> <span style="float: right;"><b>Ann Arbor, MI</b></span> <b>Musical Director</b> <ul style="list-style-type: none"> <li>• Streamline rehearsals for Jewish acapella group to maximize preparedness for performances</li> <li>• Brought music arranging in-house by generating 5 original arrangements of popular English and Hebrew songs and boosted concert attendance by approximately 30%</li> </ul>
<b>2018 Summer</b>	<b>GOOGLE, INC.</b> <span style="float: right;"><b>Mountain View, CA</b></span> <b>Google CSSI-Coursera Program Participant</b> <ul style="list-style-type: none"> <li>• Participated in an online program run by the Google Student Development team and powered by Coursera, including taking an online class in Java, technical interview prep, and collaboration with other CS students, designed to boost preparedness for software development roles</li> </ul>
<b>2018 Spring</b>	<b>CRANBROOK KINGSWOOD HIGH SCHOOL</b> <span style="float: right;"><b>Bloomfield Hills, MI</b></span> <b>Internet of Things Lab Instructor through Partnership with MIT</b> <ul style="list-style-type: none"> <li>• Partnered with MIT faculty to design a curriculum for 9th grade physics students to promote experimentation with and lead students through design, pitch, development, and presentation of IoT enabled devices</li> </ul>
<b>2017 Summer</b>	<b>GUIYANG NO. 4 EXPERIMENTAL PRIMARY SCHOOL</b> <span style="float: right;"><b>Guiyang, China</b></span> <b>English Instructor</b> <ul style="list-style-type: none"> <li>• Authored curriculum to motivate 3rd-5th grade students to continue studying English</li> <li>• Exposed students to American culture to foster a continued enthusiasm for the English language</li> </ul>
<b>ADDITIONAL</b>	<ul style="list-style-type: none"> <li>• Filmed, produced, and published vlogs in 8 countries</li> <li>• Working proficiency in Mandarin Chinese</li> <li>• Proficient in C++, Java, and HTML/CSS</li> </ul>