Clarence Gomez

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EDUCATION

The University of Central Florida   **Orlando, FL**
Bachelor of Science in Information Technology   *Expected Graduation: December 2024*
Minor in Software Development   *GPA: 3.6*
- **Awards & Honors:** Bright Futures Award FMS | Dean's List (3x) | President's Honor Roll (2x)
- **Relevant Coursework:** Computer Science I (C) | Computer Science II (Java) | Database Concepts (MySQL) | Processes of Object-Oriented Software Development (POOSD) | Enterprise Computing | Web & UX Experience

WORK EXPERIENCE

&Barr   **Orlando, FL**
Data Analyst Intern, Media   *August 2023 – Present*
- **Ensured 98% accuracy for 210K+ impressions and $800K+ media spend** by identifying and mitigating data discrepancies.
- Boosted CTR by 30% and conversion rates by 36% by analyzing CRM data using Excel, Google Analytics, & DCM.
- Applied **data insights to optimize schedules and budgets**, improving efficiency by 64% for Search, Social, and Analytics teams.

City of Kissimmee   **Kissimmee, FL**
UCF Knight Shadow Program   *August 2024 – August 2024*
- Gained foundational IT knowledge and adaptive mindset by shadowing the assistant I.T. Director across 5 sectors.
- Applied problem-solving and critical thinking skills to observe how local IT infrastructure supports 10+ municipal operations.
- Witnessed tech innovations by strategically analyzing 2 key IT projects, enhancing my passion for growth and innovation.

PROJECT EXPERIENCE

UCF Cybersecurity (CCDC) Website | *MongoDB, Express, React, Node.Js*   **Orlando, FL**
CAP4102 - Web & UX Experience   *September 2024 – Present*
- Facilitated communication between UCF CCDC and dev teams, translating customer needs into 20+ actionable tasks.
- Conducted multiple competitor analysis and user research, improving UX design decisions with insights from 3 competitors.
- Led background research interviews with 10 stakeholders, improving project outcomes and aligning with client expectations.

SwiPet | *Flutter, Dart, MongoDB, Express, React, Node.Js, Heroku*   **Orlando, FL**
COP4331 | Visual Demo: Swipet Mobile Application   *June 2024 – July 2024*
- **Led a team of 5 to develop a full-stack MERN pet adoption app**, boosting engagement by 20% to "*Find your Pet Soulmate!*".
- Developed an Android mobile app, integrating CRUD APIs and MongoDB, enhancing data handling and user experience by 25%.
- Accelerated development speed by 20% by prototyping 2 Figma designs and creating responsive UIs with Flutter and React.

EXTRACURRICULAR & LEADERSHIP ACTIVITIES

ALPFA UCF (Association of Latino Professionals for America)   **Orlando, FL**
Administration Committee   *August 2024 - Present*
- Collaborate with a team of 6 to build a garage app workflow tool, suggesting enhancements projected to cut wait times by 15%.
- **Analyze historical parking and ALPFA attendance data** from UCF's 6 garages to identify trends and guide project decisions.
- Support tool implementation and present findings to the ALPFA board, contributing to strategies for 200+ attendee events.

SHPE UCF (Society of Hispanic Professional Engineers)   **Orlando, FL**
Member   *August 2024 – Present*
- Participated in networking events, gaining insights into various engineering fields by engaging with 20+ industry professionals.
- Engaged in mentorship programs, receiving guidance from experienced professionals by attending bi-weekly mentor meetings.
- Attended SHPE conferences and seminars, staying updated on the latest trends in engineering by attending 3+ events annually.

TECHNICAL SKILLS

- **Languages**: Java, Python, C, SQL, JavaScript, HTML/CSS
- **Developer Tools:** GitHub, VS Code, Figma, Jira, Microsoft Office (Word, PowerPoint, Excel, SharePoint)
- **Technologies/Frameworks:** React, Node.js, Bootstrap
- **Certificate(s) :** TestOut IT Fundamentals Pro Certification - CompTIA+