

Clarence Gomez

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EDUCATION

The University of Central Florida

Orlando, FL

Bachelor of Science in Information Technology, Minor in Software Development

Aug. 2021 – Dec. 2024

GPA: **3.6**

Academic Achievements: : Bright Futures Award FMS, Dean's List (3x), President's Honor Roll (2x)

Related Coursework: Computer Science I (C)/II (Java), Database Concepts (MySQL), Spreadsheets in Business Analytics, Processes Object-Oriented Software Development (POOSD), Enterprise Computing.

SKILLS

Languages: Java, Python, C, SQL, JavaScript, HTML/CSS

Frameworks: React, Node.js, Bootstrap

Software: GitHub, VS Code, Figma, Jira, Microsoft Office (Word, PowerPoint, Excel, SharePoint)

EXPERIENCE

Data Analyst Intern (Media)

Aug. 2023 – Present

EBarr

Orlando, FL

- Increased leads by 40% and brand awareness by 46% by creating 7 media campaigns for B2B and B2C clients.
- Boosted CTR by 30% and conversion rates by 36% by analyzing CRM data with advanced Excel functions, Google Analytics, and DCM.
- Reduced reporting errors by identifying data discrepancies early, **ensuring 98% accuracy for 210K+ impressions and \$800K+ media spend.**
- Improved operational efficiency by 64% through data insights, optimizing project schedules and budgets for Search, Social, and Analytics teams.
- Supported relationship management with 8 key clients**, including AAA, FLVS, Space Coast, and Habitat for Humanity, ensuring successful project execution.

UCF Knight Shadow Program

Aug. 2024 – Aug. 2024

City of Kissimmee

Kissimmee, FL

- Shadowed the Assistant I.T. Director and gained insights into IT operations across 5 different sectors.
- Observed how IT infrastructure supports and enhances over 10+ municipal operations, gaining hands-on experience.
- Witnessed the implementation of 2 key IT projects, reinforcing my passion for a technology career and desire to contribute to municipal tech advancements.

PROJECTS

UCF Cybersecurity (CCDC) Website | *MongoDB, Express, React, Node.js, CAP4102 - Web & UX Experience*

Sep. 2024 – Present

- Facilitated communication between the UCF CCDC team and development team, translating customer needs into 20+ actionable tasks
- Conducting competitor analysis and user research, informing website design with insights from 3 competitors, enhancing UX principles
- Led research interviews with 10 stakeholders, aligning project outcomes with client expectations and ensuring comprehensive user needs analysis.

SwiPet | *Flutter, Dart, MongoDB, Express, React, Node.js, Heroku*
COP4331 | Visual Demo: [Swipet Mobile Application](#)

June 2024 – July 2024

- Led a team of 5 to develop a full-stack MERN pet adoption app** for web and mobile, helping users to “Find your Pet Soulmate!” through user accounts, pet browsing, and swipe functionality.
- Developed an Android app using Flutter, integrating CRUD APIs and MongoDB, which **streamlined data handling and improved user experience by 25%.**
- Prototyped and designed 2 high-fidelity web/mobile interfaces using Figma, then implemented a responsive UI with Flutter and React.

CERTIFICATE(S)

TestOut IT Fundamentals Pro Certification | CompTIA+

Aug.2023 – Present

EXTRACURRICULAR ACTIVITIES

- Association of Latino Professionals For America (ALPFA)** - Administration Committee Member Aug. 2024
- Society of Hispanic Professional Engineers (SHPE)** - Member Aug. 2024
- Asian Student Association (ASA)** - Member June 2022