DARA L. PERSHING

(858) 312-9385 • dlpershi@syr.edu • linkedin.com/in/dara-pershing/

EDUCATION

Syracuse University, School of Information Studies   May 2027
B.S. Information Management & Technology | Concentration: Web Design & Management
Relevant Coursework: Information Technologies | Introduction to Python for Information Systems |
Info Reporting & Presentation | Introduction to Database Management Systems | Data in Society |
Introduction to Front-End Web Development

Syracuse University, S.I. Newhouse School of Public Communications
B.S. Visual Communications | Concentration: Graphic Design
Relevant Coursework: Communications and Society | Multimedia Storytelling |
Introduction to Graphic Design | Typographic Design

WORK EXPERIENCE

Researcher, NEXIS, Syracuse, NY   February 2024 – Present
- Collaborated with 10-12 team members to research and develop 4-5 projects per semester on cutting-edge 3D printing concepts
- Presented findings and projects to iSchool faculty and students at semester-end showcases

Campus Manager, Fresh Prints, Syracuse, NY   March 2024 – August 2024
- Established relationships with 5 client organizations, providing custom apparel solutions
- Coordinated with the Art team to create tailored designs, managed product recommendations, and ran quotes for pricing
- Partnered with Operations to ensure accurate and timely delivery

PROJECTS

Programmer | "Portfolio Website"   Oct 2024 – Present
- Designed and developed a responsive personal portfolio website to showcase projects and skills in Information Management and Visual Communications
- Implemented front-end technologies like HTML, CSS, and JavaScript to create a seamless and interactive user experience
- Utilized CSS Flexbox and responsive design principles to ensure compatibility across devices and screen sizes.
- Optimized site performance and accessibility, enhancing user navigation and SEO

Programmer | "Streaming Services Analytics"   Apr 2024 – May 2024
- Analyzed data sets on streaming service metrics, including revenue, subscriptions, and downloads, using Python to uncover trends and insights.
- Leveraged data analysis libraries like Pandas and NumPy for data manipulation, aggregation, and comparison across multiple streaming platforms
- Visualized key findings through Matplotlib and Seaborn, creating graphs and charts to highlight revenue growth, subscription patterns, and download trends.
- Cleaned and prepared large data sets, ensuring accuracy and consistency for meaningful insights into the streaming industry.

LEADERSHIP EXPERIENCE

Team Captain, OttoTHON, Syracuse University   October 2024 – Present
- Raised over $200 for Upstate Golisano Children's Hospital
- Represented and led Kappa Theta Pi in the OttoTHON 12-hour dance marathon
- Communicated event plans in biweekly meetings and promoted participation across campus

Community Service Chair, Kappa Theta Pi, Syracuse University   August 2024 – Present
- Organized volunteer opportunities for 150+ members, partnering with organizations like the Salvation Army, Habitat for Humanity, and Helping Hounds
- Managed and tracked volunteer hours using Excel and presented opportunities via PowerPoint at weekly chapter meetings

TECHNICAL SKILLS/CERTIFICATIONS

Programming Languages: Python; JavaScript; HTML; CSS
Database Management: SQL
Software: MS Excel, MS Word, MS PowerPoint, Adobe InDesign, Adobe Illustrator, Adobe Photoshop, Adobe XD, Figma
Social Media: Instagram, Facebook, Twitter(X), YouTube, TikTok