

HERSH PATEL

50 Mitchell Ave, East Brunswick, NJ 08816 • (732) 853-3885
patel.hersh@rutgers.edu • www.hershpatel.com

EDUCATION

Rutgers University

Bachelor of Science in **Computer Science and Economics**, Minor in **Mathematics**

New Brunswick, NJ

September 2015 – May 2019

- Cumulative GPA: **3.79/4.00**; Major GPA: **3.90/4.00**
- Honors: Certification in Quantitative Economics, School of Arts and Sciences Honors Program
- Relevant Coursework: Data Structures, Algorithms, Databases, Econometrics, Intermediate Economics

PROFESSIONAL EXPERIENCE

Bloomberg

Market Data Summer Analyst | Energy and Commodities Team

Princeton, NJ

June 2017 – August 2017

- Engineered a data extraction program in Python with *NLTK* to autonomously gather key data points in 150+ page annual reports
- Built a web scraper in Python using *Beautiful Soup* to collect asset data on the top 5 independent power producers for 8 clients
- Leveraged the *Pandas* and *NumPy* Python libraries to expedite ticker creation workflows, yielding a time savings of over 10 hours

NBCUniversal

Data Analytics Intern | Big Data Technologies Team

Englewood Cliffs, NJ

June 2016 – August 2016

- Analyzed Fandango's customer data, with *Hive*, to craft a business plan that would increase user retention rate by over 40%
- Simplified a manual data retrieval process from 3 hours to 5 minutes by using *Amazon S3* to automatically download data
- Identified inconsistencies in Fandango's transactional and log data with *Pandas* in Python to prepare the data for analytics

Freelance Website Developer

Consultant

East Brunswick, NJ

September 2014 – Present

- Enhanced community presence and improved product marketability of 12 local organizations by revamping their websites
- Designed digital wireframes, presentations and related web materials in *Adobe Comp CC* to present to clients for feedback

DISTINCTIONS & PROJECTS

Facial Recognition Platform | Python

June 2017

Predicted the age and gender of a person (png, jpg, gif) with 70% accuracy by utilizing a *Keras* Neural Network in Python

Amplifire Entertainment | HTML, CSS, JavaScript

January 2017

Generated a 60% increase in client inquiries by upgrading the website's SEO with a modern parallax scroll interface

NBC Innovation Competition | 1st out of 30 Teams

August 2016

Led a 4 person cross-functional team (design, programming, analytics, marketing) in developing a Facebook messenger bot

Google Case Competition | Top 5 out of 40+ Teams

November 2015

Proposed a 50% decrease in the New Brunswick digital divide by launching community outreach campaigns with students

LEADERSHIP ACTIVITIES

TEDxRutgers

President | Technology Director

New Brunswick, NJ

December 2015 – Present

- Managed 5 committees (Budgeting, Logistics, Tech, Marketing, Design) to plan a 1,000 person conference on a \$25,000 budget
- Supervised all technological needs, including website development (*tedxrutgers.com*), audiovisual systems, and live streaming

Institute of Electric and Electronic Engineers (IEEE)

Machine Learning Group

New Brunswick, NJ

September 2016 – Present

- Discovered stories in datasets by analyzing regression models computed with the *Pandas*, *NumPy*, and *SciPy*, Python libraries
- Interpreted decision tree models and permutation tests with the *Random Forest*, *rpart*, and *MASS* libraries in R

Undergraduate Student Alliance of Computer Scientists

Marketing Director (HackRU) | Peer Mentor

New Brunswick, NJ

January 2016 – August 2016

- Coordinated with 8 teams and 10 sponsors to market a 24-hour hackathon for over 600 students with a \$35,000 budget
- Orchestrated a series of web development tech talks on *HTML*, *CSS*, *JavaScript*, and *Bootstrap* to educate over 80 club members

BAPS Charities

Regional Youth Coordinator

Robbinsville, NJ

September 2011 – Present

- Cultivated a team of 18 members to lead annual regional conventions, which hosted over 3,000 delegates and 400 volunteers
- Mentored 15 youth (ages 10-15) in developing public speaking, time management, team building, and communication skills

SKILLS & INTERESTS

Programming: Proficient – Python, Java, C, R, SQL, HTML, CSS, Linux; Familiar – JavaScript, Swift, IA-32, Stata

Tools: Proficient – Bloomberg Terminal, Hadoop, Hive, Eclipse, Bootstrap; Familiar – Spark, Amazon S3, Adobe Creative Suite

Other Activities: Delta Sigma Pi – Professional Business Fraternity, RU Consulting, Quantitative Finance Club

Interests: Traveling, Kickstarter, Running, Photography, Scenic Driving, Kite Flying, Volunteering