

# HERSH PATEL

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## EDUCATION

### RUTGERS UNIVERSITY

- **Honors** Bachelor of Science in **Computer Science** and **Economics**, Minor in **Mathematics**
- Certification in Quantitative Economics, School of Arts and Sciences Honors Program
- Cumulative GPA: **3.79/4.00**; Major GPA: **3.90/4.00**

NEW BRUNSWICK, NJ

SEPTEMBER 2015 – MAY 2019

## 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 the BNEF team
- Improved data manipulation techniques by writing python scripts to automate the workflows of ticker creation and mapping

### NBCUNIVERSAL

DATA ANALYTICS INTERN | BIG DATA TECHNOLOGIES TEAM

ENGLEWOOD CLIFFS, NJ

JUNE 2016 – AUGUST 2016

- Analyzed Fandango's customer data, with Hive and Spark, to craft a business plan that would increase user retention rate by 40%
- Simplified a manual data retrieval process from 1 hour 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 2011 – PRESENT

- *BAPS Robbinsville*: Measured the demographics of events with over 10,000 people by building an Event Attendance Tracker in Swift
- *Amplifire Entertainment*: Generated a 60% increase in client inquiries by revamping the website's SEO with a modern UI/UX design

## LEADERSHIP ACTIVITIES

### TED<sup>x</sup>RUTGERS

PRESIDENT | TECHNOLOGY DIRECTOR

NEW BRUNSWICK, NJ

DECEMBER 2015 – PRESENT

- Delegated various marketing, tech, finance, and design tasks to 30 team members to plan a conference for over 1,000 students in 3 months
- Oversaw all technology related needs, including website development, audiovisual systems, and photography, for university-wide events

### INSTITUTE OF ELECTRIC AND ELECTRONIC ENGINEERS

MACHINE LEARNING AND ARTIFICIAL INTELLIGENCE TEAM

NEW BRUNSWICK, NJ

SEPTEMBER 2015 – PRESENT

- Developed a facial recognition platform to predict the age and gender of a person by utilizing a Neural Network in Python
- Interpreted decision tree models and permutation tests with the Random Forest, rpart, and MASS libraries in R to craft stories

### HACKRU

MARKETING DIRECTOR

NEW BRUNSWICK, NJ

JANUARY 2016 – AUGUST 2016

- Coordinated with 8 teams and 10 sponsor organizations to direct a 24-hour event for over 600 students with a \$35,000 budget
- Stimulated a 30% increase in hacker/volunteer registration by implementing campaigns through social media and student representatives

### UNDERGRADUATE ALLIANCE OF COMPUTER SCIENTISTS

PEER MENTOR

NEW BRUNSWICK, NJ

AUGUST 2016 – PRESENT

- Orchestrated a series of website development tech talks on HTML, CSS, and Bootstrap to educate over 80 club members
- Mentored underclassmen students in classes, coding projects, and professional development during bi-weekly meetings

### DELTA SIGMA PI – PROFESSIONAL BUSINESS FRATERNITY

PROFESSIONAL COMMITTEE | CLASS PRESIDENT

NEW BRUNSWICK, NJ

FEBRUARY 2016 – PRESENT

- Unified 19 members to raise \$3500 in 8 weeks by partnering with local businesses to execute marketing campaigns on campus
- Formed a detailed business proposal to successfully promote a mobile product in a new market for a speed case competition

## ACCOMPLISHMENTS

NBCUNIVERSAL INNOVATION COMPETITION – Placed 1<sup>st</sup> out of 30 teams

AUGUST 2016

Led a 4 person cross-functional team (design, programming, analytics) in developing a chat bot that successfully incorporated NBC's content

GOOGLE CASE COMPETITION – Top 5 out of 40+ teams

NOVEMBER 2015

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

## SKILLS & INTERESTS

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

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

**Communication:** *Native* – English, Gujarati; *Working Proficiency* – Spanish

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