Hersh Patel

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Education

Rutgers University - New Brunswick • *May 2019*
B.S. in **Computer Science** and **Economics** • Minor in **Mathematics**
Cumulative GPA: **3.79/4.00** • Major GPA: **3.90/4.00**

Honors: Certification in Quantiative Economics • Arts & Sciences Honors Program • Dean's List
Relevant Coursework: Data Structures • Algorithms • Databases • Econometrics • Intermediate Economics

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Experience

Bloomberg • *Market Data Summer Analyst* • *June 2017 - August 2017*
‣ Engineered an autonomous data extraction program in Python with **NLTK** to parse 150+ page annual reports
‣ Built a web scraper in Python using **Beautiful Soup** to collect power producer asset data for 8 clients
‣ Leveraged the **Pandas** and **NumPy** libraries to expedite ticker creation workflows, saving over 10 hours

NBCUniversal • *Data Analytics Intern* • *June 2016 - August 2016*
‣ Proposed a **40% increase** in Fandango's user retention rate after analyzing customer data KPI's with **HiveQL**
‣ Enivisioned the integration of NBCU content in iMessage by surveying and evaluating over **1,000 diverse users**
‣ Streamlined a manual data retrieval process, in **Amazon S3**, from **3 hours to 5 minutes**

Freelance Website Developer • *Consultant* • *September 2014 - Present*
‣ Consulted with **12 organizations** to improve online presence and product marketability by revamping their websites
‣ Designed digital wireframes and related web materials in **Adobe Comp CC** to present to clients for feedback

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Projects & Distinctions

Intelligent Facial Recognition Platform • *Python* • *April 2017*
‣ Predicted the age and gender of person (png, jpg) with 70% accuracy, by utilizing a **Keras Neural Network**

NBC Innovation Competition • *1st out of 50+ Teams* • *August 2016*
‣ Led a cross-functional team of 5 (design, programming, analytics, marketing) to develop a Facebook Messenger bot

Google Case Competition • *Top 5 out of 40+ Teams* • *November 2015*
‣ Proposed a **50% decrease** in New Brunswick's digital divide by launching community outreach campaigns

Find My Ride • *5,000+ Downloads* • *March 2015*
‣ Developed an iOS Application in *Swift* that allows users to track where they parked their cars and navigate to them

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Leadership

TEDxRutgers • *President* • *Tech Director* • *December 2015 - Present*
‣ Achieved **90% growth (~500 to ~1k members) in 1 year** by identifying attendance trends in collected member data
‣ Managed **5 teams** (Budgeting, Logistics, Tech, Marketing, Design) and **$25k+** to organize events for **1k+ attendees**

Institute of Electric and Electronic Engineers (IEEE) • *Machine Learning Group* • *November 2016 - Present*
‣ Discovered stories in datasets by analyzing regression models computed with **SciPy** and **MatplotLib** in Python
‣ Performed statistical analysis on decision tree models built with **Random Forest**, **rpart**, & **MASS** libraries in R

HackRU • *Marketing Director* • *Peer Mentor* • *January 2016 - August 2016*
‣ Coordinated with **8 teams** and **10 sponsors** to market a 24-hour hackathon for **600+ students** with **$35k+ budget**
‣ Orchestrated web development talks on **HTML/CSS**, **JavaScript** and **Bootstrap** to educate 80+ members

BAPS Charities • *Regional Youth Coordinator* • *September 2011 - Present*
‣ Cultivated a **team of 18** to lead annual regional conventions, which hosted over **3k+ delegates** and **400 volunteers**
‣ Mentored 15 youth (ages 10-15) in public speaking, time management, team building, and communication skills

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Skills & Interests

Programming: Python • Java • C • SQL • R • HTML • CSS • JavaScript • Swift • Linux • x86
Tools: Bloomberg Terminal • Git • Hadoop • Hive • Spark • Amazon S3 • Bootstrap • Eclipse

Other Activities: PennApps • HackNY • BigRed//Hacks • Delta Sigma Pi - Professional Business Fraternity
Interests: Traveling • Running • Kite Flying • Photography • Volunteering • Bhangra & Bollywood Music