

HERSH PATEL

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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 (*expected*), Computer Architecture, Principles of Programming

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 clients
- Expedited ticker creation and mapping workflows by writing Python scripts that yielded 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 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 local organizations by revamping their websites

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 News Chat Bot | Python

August 2016

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

Event Attendance Tracker | Swift

July 2014

Measured the demographics of events attended by over 10,000 people to improve delegate registration and production logistics

LEADERSHIP ACTIVITIES

TEDxRutgers

President | Technology Director

New Brunswick, NJ

December 2015 – Present

- Collaborated with 20 members to organize annual TEDxRutgers Conferences for 1,000 members of the Rutgers community
- Managed 5 subcommittees (Budgeting, Logistics, Tech, Marketing, Design) and a budget of \$20,000; oversee all operations
- Oversaw all tech related needs, including website dev. (*tedxrutgers.com*), audiovisual systems, and live streaming, for all events

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 to craft stories

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 host 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

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

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