

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 Quantitative Economics • Arts & Sciences Honors Program • Dean's List

Relevant Coursework: Data Structures • Algorithms • Databases • Econometrics • Intermediate Economics

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 in *Hive*
- Envisioned the integration of NBCU content in iMessage by surveying and evaluating over **300 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 • 5000+ 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 • December 2015 - Present

- Managed 5 teams (Budgeting, Logistics, Tech, Marketing, Design) and **\$25k+** to organize events for **1k+ attendees**
- Supervised all tech needs, including website dev. (*tedxrutgers.com*), audiovisual systems, and live streaming

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