HERSH PATEL

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EDUCATION

RUTGERS UNIVERSITY   **NEW BRUNSWICK, NJ**
- **Honors** Bachelor of Science in **Computer Science** and **Economics**, Minor in **Mathematics**   *SEPTEMBER 2015 – MAY 2019*
- Certification in Quantitative Economics, School of Arts and Sciences Honors Program
- Cumulative GPA: **3.74/4.00**; Major GPA: **3.89/4.00**

PROFESSIONAL EXPERIENCE

NBCUNIVERSAL   **ENGLEWOOD CLIFFS, NJ**
BIG DATA ANALYST INTERN   *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
- Collaborated with the data engineering team to identify inconsistencies in Fandango's transactional and log data for analytics

ZK TECHNOLOGY   **PISCATAWAY, NJ**
TECHNOLOGY ANALYST INTERN   *JUNE 2013 – AUGUST 2013*
- Minimized $5,000 in shipping costs by creating a shipping rate calculator in JavaScript with data from FedEx, UPS, and DHL
- Visualized purchasing trends of all company products in Excel and PowerPoint to forecast product sales for the upcoming year

FREELANCE WEBSITE DEVELOPER   **EAST BRUNSWICK, NJ**
CONSULTANT   *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^{x}RUTGERS   **NEW BRUNSWICK, NJ**
PRESIDENT | TECHNOLOGY DIRECTOR   *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   **NEW BRUNSWICK, NJ**
MACHINE LEARNING / ARTIFICIAL INTELLIGENCE TEAM   *SEPTEMBER 2015 – PRESENT*
- Engineered 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

DELTA SIGMA PI – PROFESSIONAL BUSINESS FRATERNITY   **NEW BRUNSWICK, NJ**
PROFESSIONAL COMMITTEE | CLASS PRESIDENT   *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

BAPS CHARITIES NORTHEAST   **ROBBINSVILLE, NJ**
REGIONAL CORE TEAM LEAD   *AUGUST 2015 – PRESENT*
- Cultivated a team of 18 members to lead annual regional conventions which host over 3,000 delegates and 300 volunteers
- Accumulated 2,000 hours of community service in 4 years as a youth coordinator at the local community center

UNDERGRADUATE ALLIANCE OF COMPUTER SCIENTISTS   **NEW BRUNSWICK, NJ**
PEER MENTOR   *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

HACKRU   **NEW BRUNSWICK, NJ**
MARKETING DIRECTOR   *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

CASE COMPETITIONS

NBCUNIVERSAL INNOVATION COMPETITION – Placed 1st 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 10 out of 40+ teams   *NOVEMBER 2015*
Presented to achieve a 50% decrease in the New Brunswick digital divide by launching community out reach campaigns with students

SKILLS & INTERESTS

Programming: *Proficient* – Java, C, Python, R, SQL, HTML, CSS, UNIX; *Familiar* – JavaScript, Swift, IA-32, Stata
Tools: *Proficient* – Hadoop, Hive, Eclipse, Bootstrap; *Familiar* – Spark, Amazon S3, Pandas, Jupyter Notebook, Random Forest, rpart
Communication: *Native* – English, Gujarati; *Working Proficiency* – Spanish
Interests: Traveling, Kickstarter, Running, Photography, Scenic Driving, Kite Flying, Volunteering