

Jacob Heifetz-Licht

Federal Bus. Tech Analyst Summer Scholar at Deloitte

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Summary

You can do anything you set your mind to.

Junior at the Rutgers Business School in New Brunswick.

Majoring in Business Analytics and Information Technology (BAIT).

Incoming Federal Business Technology Analyst Summer Scholar at Deloitte.

Founder of the Rutgers Art and Design Club.

Love technology, design, social media, drawing, and writing!

jacobhl.com

Experience

Incoming Federal Business Technology Analyst Summer Scholar at Deloitte

2016 - Present (1 year)

Starting May 2017

Technology Intern at Blue Heron Research Partners

August 2016 - Present (6 months)

- Update website (<http://www.blueheronrp.com/>) with design, functionality, and grammar changes.

Information Technology Intern at UPS

May 2016 - August 2016 (4 months)

- Created Dashboards within the Oracle Business Intelligence Tool to assist Business Analysts.
- Designed UX mockups for a package sorting training game, designed for the company iPads.
- Developed social media proposal, and create snapchat filters for Founder's Day.

Marketing Consultant at RU Listings

March 2016 - May 2016 (3 months)

- Updated website (<https://www.rulistings.com/>) with design, functionality, and grammar changes.
- Created and managed Facebook Group and Page to develop an initial community.
- Acquired users through Facebook Groups, Emails, and Fliers.

Campus Ambassador at Soylent

November 2015 - May 2016 (7 months)

- Organized events around campus to promote Soylent, a meal replacement beverage.
- Represented Soylent at hackathons including HackRU, HackNY, and HackTCNJ.
- Generated over 40 subscriptions and 800 emails from students interested in the product.

Intern at Practising Law Institute (PLI)

June 2015 - January 2016 (8 months)

- Created two websites used to more easily search for attorneys and accountants.
<http://www.pli.edu/info-ops/attorneysearch.html>
- Trained the President's assistant on document management workflow.
- Uploaded documents and law course information to Microsoft SharePoint and AsapNexus.
- Scanned numerous program evaluations, faculty packets, and attendance sheets.

Lifeguard at Jewish Community Center on the Palisades

June 2011 - June 2015 (4 years 1 month)

- Ensured member's safety in and around three pools, performing 7 rescues in total.
- Maintained indoor and outdoor pools in accordance with NJ Health Standards.

Physical Therapy Intern at The Physical Medicine & Rehabilitation Center

September 2013 - June 2014 (10 months)

- Shadowed and aided my physical therapy mentor and Dr. Donald Liss.

Education

Rutgers University-New Brunswick

Business Analytics, Information Technology, Entrepreneurship, 2014 - 2018

Bergen County Academies

High School Diploma, Culinary Arts and Hospitality Administration, 2010 - 2014

Activities and Societies: Varsity Bowling, SkillsUSA, Track, Orchestra, Choir

Honors and Awards

William T. Quinn, Sr. Memorial Endowed Scholarship

Rutgers Business School

October 2016

Based on superior academic performance at Rutgers University and the Rutgers Business School.

1st Place at Rutgers Chess Tournament

Rutgers Chess Club

December 2015

Won four consecutive 25 minute games at the annual Rutgers Chess Tournament.

Dean's List

Fall 2014, Spring 2015, Fall 2015, Spring 2016

Organizations

Rutgers Art and Design Club (RAD)

Founder and President

April 2016 to Present

- Created RAD to foster an art community at Rutgers University.
- Presenting a collaborative space for artists of all kind to collaborate and improve their skills.
- Holding workshops covering the topics of life drawing, website design, UI/UX design, and more.

Rutgers Entrepreneurial Society (RES)

Secretary

November 2015 to October 2016

- Organize and lead Member Meetups and Speaker Series events.
- Lead the startup community and inspire ambitious students to make their ideas a reality.
- Curate the RES Newsletter from notes written at member meet-ups and board meetings.
- Manage social media accounts (Facebook [<https://goo.gl/Jan4Sg>], Website [<http://rutrep.com/>]), and Twitter [<https://twitter.com/RUentrepreneur>]

Rutgers Entrepreneurial Academy of Leadership (REAL)

Inaugural Ambassador

March 2016 to May 2016

- Engaged in my passion project, supported by my mentor Alfred Blake, culminating in the creation of the Rutgers Art and Design Club (RAD).
- Chosen as part of 17 out of 800 students to participate in this 6-week entrepreneurship program.
- Learned entrepreneurial topics including branding, leveraging, marketing, mentoring, and launching.

Rutgers Chess Club

Events Chair

April 2015 to October 2016

- Coordinate Chess Club Tournament and implement weekly meeting practices.
- Plan arrangements for Chess Team members travelling to tournaments.

LaunchR Accelerator

Event Coordinator/Social Media Manager

November 2015 to Present

- Develop an entrepreneurial curriculum for selected start-up teams to cultivate growth and accelerate progress
- Organize campus-wide events to showcase start-ups and provide possible investment opportunities for professionals
- Manage social media accounts to accurately reflect the LaunchR brand.

Enactus

Finance Committee Member

May 2015 to May 2016

- Create the Youth Empowerment Services website, and manage crowd funding websites.
 - Accelerate fundraising efforts and manage expenses for upcoming non-profit projects.
 - Volunteer at the Rutgers Career and Internship Mega Fair to raise money for Enactus.
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Projects

Deloitte National Leadership Conference

July 2016 to Present

Members: Jacob Heifetz-Licht, Michelle Fang, Wesley Becton, Terrell Nowlin, Marjani Peterson, Alexis Chang

- Selected to participate in a three day conference along with over 400 other students from across the country.
- Won the best team group presentation among 10 teams, and presented in front of 500+ students and professionals.
- Divided into groups and participated in team building activities, lectures, and other exercises centered around developing leadership, personal branding, and teamwork skills.
- Networked with Deloitte Upper Management and learned more about Deloitte as a company.

Deloitte Federal Technology Consulting Case Competition

January 2016 to Present

Members: Jacob Heifetz-Licht, Kaitlin Woo

- Selected to attend Deloitte's Federal Technology Consulting Sophomore Leadership Conference.
 - Prepared a solution to improve TSA checkpoint wait lines based on Excel spreadsheet data.
 - Presented our final solution to a panel of senior Deloitte leadership.
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Skills & Expertise

Leadership

Public Speaking

Management

Social Media

Microsoft Word

Project Management

Microsoft Office

Microsoft Excel

Networking

PowerPoint

Customer Service

Java

Chess

Web Design

SQL

Marketing

Event Planning

Teaching

Drawing

Fundraising
Virtual DJ
Microsoft Access

Volunteer Experience

Karaoke DJ at Temple Sinai Of Bergen County

December 2012 - December 2013

DJ'ed and provided karaoke for two consecutive annual Hannukah and Purim Parties.

DJ at SPARK (Sharing Perspectives Among Real Kids)

March 2012 - March 2014

DJ'ed three annual luau's for multiply handicapped students at the Bleshman Regional Day School.

Interests

new technologies, design, social media, chess, drawing, writing, meditation

Courses

Business Analytics, Information Technology, Entrepreneurship

Rutgers University-New Brunswick

Intro to Macroeconomics	33:136:386
Business Decision Analytics Under Uncertainty	33:136:400
Intro to Microeconomics	01:220:102
Intro to Computer Science	01:220:102
Management Information Systems	33:136:370
Foundations of Business Programming	33:136:388
Public Speaking	04:192:380
Statistical Methods in Business	21:220:231
Intro to Statistics for Business	01:960:285
Introduction to Entrepreneurship	29:382:302
Intro to Financial Accounting	29:010:203
Operations Management	33:623:386

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3 person has recommended Jacob

"Jacob was very reliable and professional when I was dealing with him. He made it a point to ask questions and was quick to learn from my feedback. He wasn't shy about sharing his creative ideas for promoting Soylent on campus, and was great to collaborate with."

— **Andrei Lyskov**, *Business Development Associate, Soylent*, managed Jacob at Soylent

"Jacob is a leader who makes impact wherever he ventures. I met Jacob a year ago per the recommendation of a leader whom I respect and admire. Upon meeting Jacob, I was sure that he was deeply introspective and a doer... the marks of a leader. My relationship with Jacob deepened when he became an ambassador in a program I founded called The Rutgers Entrepreneurial Academy of Leadership. Jacob was not only an active participant, but one who executed. By the end of the Academy he launched a new organization for students on the Rutgers campus. The initiative that he took to start the new organization at Rutgers was not something to add an extra line on his resume, but rather out of the sincere hope to make the Rutgers community better for artists looking to create. Jacob was not looking to add a line to his resume, but rather looking to add a line to those who are around him. I can truly say that I am confident that any organization that has Jacob on the team will benefit immensely. Jacob is as authentic as they come. At a young age, he realizes that making your mark has to do with making other people's lives better. He excels in this area because he has a deep interest in people. I am blessed to know Jacob and I highly recommend him."

— **Alfred E. Blake IV**, *Assistant Director of Undergraduate Entrepreneurship Programs, Rutgers Business School*, taught Jacob at Rutgers University-New Brunswick

"I have been mentoring Jacob for nearly two years and cannot recommend anyone more highly. He has a rare combination of artistic and mathematical/detail-oriented skills. Whatever we discuss, he puts into action. He is an ideal employee for so many businesses and in fact, I'd like nothing more than to work with or for him myself one day."

— **Randy Shain**, *Founder, One on One Mentors, LLC*, advised Jacob at Rutgers University-New Brunswick

[Contact Jacob on LinkedIn](#)