Jacob Heifetz-Licht

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EDUCATION

Rutgers University New Brunswick, New Jersey

*Bachelor of Science in Business Analytics and Information Technology, Concentration in Entrepreneurship* 2014-2018

* GPA: 3.7 / 4.0
* Honors: William T. Quinn Academic Scholarship, Dean’s List Fall 2014 – Spring 2016, 1st Place at Rutgers Chess Tournament
* Relevant Coursework: Foundations of Business Programming, Business Data Management, Management Information Systems, Business Decision Analytics Under Uncertainty, Intro to Computer Science, Statistical Methods for Business, Public Speaking

WORK EXPERIENCE

Deloitte Washington, D.C.

*Federal Business Technology Analyst Summer Scholar* 5/2017 – 7/2017

* Developed the new Amtrak website utilizing HTML, CSS, XML, and Adobe Experience Manager.
* Designed and developed an Amtrak Apple Watch prototype in two days from scratch <http://jacobhl.com/amtrak/index.html>
* Tested front-end website features, CSS properties, and reported bugs on all browsers and platforms.

United Parcel Services (UPS) Mahwah, New Jersey

*Information Technology Intern* 5/2016 – 8/2016

* 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 created Snapchat filters for Founder's Day.

Soylent New Brunswick, New Jersey

*Campus Ambassador* 10/2015 – 5/2016

* Represented Soylent at various hackathons including HackRU, HackNY, and HackTCNJ.
* Spearheaded events around campus to promote Soylent, a meal replacement beverage.
* Presented Soylent to members of the Rutgers community to identify target markets.

Practising Law Institute Manhattan, New York

*Intern* 6/2015 – 1/2016

* Created two websites using HTML and CSS: <https://goo.gl/UCRi8Q> and <https://goo.gl/ERNy7S>
* Uploaded documents and law course information to Microsoft SharePoint and AsapNexus.
* Trained the President's assistant on document management workflow.

JCC on the Palisades Paramus, New Jersey

*Lifeguard* 6/2011 – 8/2015

* Ensured member's safety in and around three pools and maintained pool in accordance with NJ Health Standards

LEADERSHIP EXPERIENCE

Rutgers Art and Design Club (RAD) New Brunswick, New Jersey

*Founder and President* 5/2015 – Present

* Completed the Rutgers Organizational Registration Process to become an official Rutgers Club.
* Organize and host weekly meetings and two New York City trips per semester to museums.
* Grow Email List to 466 members, and Facebook Group to 267 members.

Rutgers Entrepreneurial Society New Brunswick, New Jersey

*Secretary* 11/2015 – 10/2016

* Organized Member Meetups and Speaker Series events
* Managed social media accounts (Facebook, Twitter, and website) and curated the RES Weekly Newsletter.

Rutgers Chess Club New Brunswick, New Jersey

*Events Chair* 1/2015 – 10/2016

* Coordinate Chess Club Tournament and implement weekly meeting practices.

SKILLS, ACTIVITIES & INTERESTS

Technical Skills: R, html/css, Adobe Premiere, Canva,

R, Python, Java, HTML, CSS, Oracle Business Intelligence, Microsoft Office, Microsoft Access, Microsoft SharePoint

Activities & Interests: Visual art, digital design, prototyping,

Website Design, User Experience, Body Language, Social Media, Running, Meditation, Writing, Drawing