

# JUSTIN APPLEFIELD

<b>EDUCATION</b>	<b>UNIVERSITY OF MICHIGAN</b> <b>College of Engineering</b> Bachelor of Science in Engineering, May 2022 <ul style="list-style-type: none"> <li>• Major: Computer Science Engineering; Minor: Chinese Language and Culture, Mathematics</li> <li>• University Honors &amp; Dean's Honor List F18 W19, William J Branstrom Freshman Prize 2019</li> <li>• Walker Bredt Scholarship recipient</li> <li>• Participated in Exchange at Hong Kong University of Science and Technology (Summer 2019)</li> <li>• GPA 4.0/4.0</li> </ul> <b>Stephen M. Ross School of Business</b> Bachelor of Business Administration, May 2022	<b>Ann Arbor, MI</b>
<b>EXPERIENCE</b> <b>2018-Present</b>	<b>TAMID GROUP</b> <b>Director of Marketing, 2019-Present</b> <ul style="list-style-type: none"> <li>• Improved designs to enhance readability of monthly newsletters to highlight chapter accomplishments and major upcoming events and increase readership by 40%</li> <li>• Started an effort to spotlight new members and showcase the organization's diversity, improved social media post engagements by over 100%</li> <li>• Designed marketing materials to promote speaker event featuring hedge fund manager Bill Ackman, filled the event venue and improved organization's brand and reputation on campus</li> </ul> <b>Equity Research Analyst, 2018-Present</b> <ul style="list-style-type: none"> <li>• Performed market research as an analyst for student-run fund managing over \$13,000 to produce market updates and stock pitches in technology and energy/natural resources sectors</li> </ul>	<b>Ann Arbor, MI</b>
<b>2018-Present</b>	<b>KOL HAKAVOD</b> <b>Musical Director</b> <ul style="list-style-type: none"> <li>• Streamlined rehearsals for acapella group to maximize preparedness for performances</li> <li>• Brought music arranging in-house and created five original arrangements of popular English and Hebrew songs which boosted concert attendance by approximately 30%</li> </ul>	<b>Ann Arbor, MI</b>
<b>2018 Summer</b>	<b>GOOGLE, INC.</b> <b>Google CSSI-Coursera Program Participant</b> <ul style="list-style-type: none"> <li>• Participated in an online program run by the Google Student Development team, including taking an online class in Java, technical interview preparation, and collaboration with other CS students, designed to boost preparedness for software development roles</li> </ul>	<b>Mountain View, CA</b>
<b>2018 Spring</b>	<b>CRANBROOK KINGSWOOD HIGH SCHOOL</b> <b>Internet of Things Lab Instructor through Partnership with MIT</b> <ul style="list-style-type: none"> <li>• Partnered with MIT faculty to design a curriculum for 9th grade physics students to promote experimentation with the Internet of Things and IoT enabled devices</li> <li>• Guided 150 students through design, pitch, development, and presentation of IoT enabled devices in a science-fair-like innovation challenge to foster entrepreneurial drive</li> </ul>	<b>Bloomfield Hills, MI</b>
<b>2017 Summer</b>	<b>GUIYANG NO. 4 EXPERIMENTAL PRIMARY SCHOOL</b> <b>English Instructor</b> <ul style="list-style-type: none"> <li>• Authored curriculum to expose 3rd-5th grade students at a Chinese elementary school to American culture to foster a continued enthusiasm of studying the English language</li> </ul>	<b>Guiyang, China</b>
<b>ADDITIONAL</b>	<ul style="list-style-type: none"> <li>• Working proficiency in Mandarin Chinese</li> <li>• Proficient in C++, Java, and HTML/CSS</li> <li>• Filmed, produced, and published vlogs in 8 countries</li> </ul>	