Fall Career Fair 2015

1. Applied Predictive Technologies (APT) – have a DC location, an interviewing FAQ page
   1. About:
      1. Cloud-based predictive analytics software company
         1. Test&Learn software: companies use their big data to accurately measure the profit impact of pricing, marketing, merchandising, investments, etc. to maximize return on investments
   2. The Internship:
      1. Influence business profitability through the software
      2. Work to visualize data in new ways
      3. Develop patentable algorithms
      4. Hack&Learn hackathons are a company wide event
2. Capital One
   1. Internship opportunities:
      1. Technology internship: development, design, and coding of new systems and components, troubleshooting/debugging and testing
      2. Digital internship: designing user-friendly interfaces, uses coding
3. Boeing: airplane production
   1. Software engineering: simulation systems, flight control and display systems, avionics (electronic systems used on aircraft, satellites, etc.), cybersecurity, etc.
      1. Java and C/C++ development, software integration and testing 🡪 OO programming, Java/C/C++, XML are all skills I have
   2. IT: flight simulators, virtually preassemble planes and monitor their quality, track weather threats, cybersecurity, etc.
4. Yext: global Digital Location Management (DLM) leader 🡪 digital presence management – focus on integration between the features below, keeping information together and synced
   1. The company and product: agile environment in 2 week sprints
      1. Location data (products at different locations) – customized views, location-specific data, searches, etc.
      2. Social: reclaim your brand – instant access to store hours, status updates, etc.
         1. Posting approval control, scheduled posts, location-specific information, etc.
      3. Pages: make it easy for companies to have a nice website – integrated with location, social, etc.
         1. Can create a specific mobile page to go with the website
      4. Listings: Yext partners with search engines, service sites, etc. (bing, mapquest, yelp, etc.) so that even if you don’t own the material, you can use it to help build your brand
      5. Analytics: analyze what’s out there about/for your company to see where you can improve/what you can use to further your brand
         1. See how many times your listings appeared in certain areas, see how many people visited you on yelp, etc.
5. Higher Logic: cloud-based community platforms – discussion forums (help forums), resources, directories, event manager, etc. 🡪 mission is to bring communities together to help build networks