

Kyle Mendelson

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EDUCATION:

University of Miami, Coral Gables, Florida

May 2021

Major: Bachelor of Arts in Computer Science

Minor: Business Technology

RELEVANT COURSEWORK:

Computer Programming | System Programming | Database Systems | Data Mining | Data Journalism | Software Engineering |
Computer Organization and Architecture | Tech Project Management | Business Enterprise Technologies | Discrete Mathematics |

PROFICIENCIES:

Programming: Python, SQL, Java, C, C++, Unix

Graphic Design: Adobe Photoshop, Adobe Illustrator, Adobe InDesign

EXPERIENCE & LEADERSHIP:

Consumer Edge

Remote

Data Engineering Intern

June 1, 2020 – July 27, 2020

- Built internal pipeline tool to facilitate Dropbox integration using python
- Contributed to parallelization of existing process
- Improved reliability and error handling for internal functions and pipeline processes

Orange Umbrella

Coral Gables, Florida

Insights Analyst

August 2020 - Present

- Gather and synthesize a wide variety of information, including industry trends and consumer data, to proactively identify business opportunities for clients
- Monitor delivery and optimize campaigns to ensure that we are on pace to deliver on KPIs and client goals
- Provide actionable insights and best practices from beginning to end, serving as the go-to for questions on data, insights, and implications

Designer

January 2020 – May 2020

- Generated and conceptualized creative materials for clients across a variety of media including web, social, print and more
- Designed full brand guidelines and multi-platform campaigns to help build clients' businesses
- Assisted on projects creatively as needed

Alpha Epsilon Pi

Coral Gables, Florida

Merchandise Chair

January 2019 – Present

- Oversee all aspects of supply chain, creative execution, public relations, and data analysis regarding merchandise sales for chapter of national fraternity
- Set record for largest amount of funds raised through merchandise sales; created original designs using Photoshop and Illustrator
- Built a custom-coded tracking system

Capital Wrestling Club

Potomac, Maryland

Assistant Director of Social Media

June 2019 – August 2019

- Created social media platform from scratch for area non-profit with the goal of building national awareness
- Increased following and membership by 15%
- Established national network by connecting the organization with other club partners, blog authors, and equipment companies

Social Thinkking

Miami, Florida

Social Media Intern at Super Bowl LIV

January 23, 2020 – Feb 2, 2020

- Served as an important and reliable online resource for information about events in Miami during the week of Super Bowl LIV
- Provided real-time responses to questions from local residents, visiting fans, or any other individuals searching for information using Spredfast software to monitor conversations across social channels and relevant key word queries
- Supported sponsors and partners online as needed