

# Ben Kaplan

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CONTACT INFORMATION	Phone: (516) 639-1275 Email: <a href="mailto:bjkaplan@andrew.cmu.edu">bjkaplan@andrew.cmu.edu</a>	LinkedIn: <a href="https://www.linkedin.com/in/benkaplancmu">https://www.linkedin.com/in/benkaplancmu</a>
EDUCATION	<b>Carnegie Mellon University</b> - Pittsburgh, PA <i>Senior, Bachelor of Science in Decision Science, GPA - 3.46</i> <b>Aug 2015 – May 2019</b>  Coursework: Fundamentals of Computer Programming, Behavioral Economics, Causal Inference, Decision Analysis, Empirical Research Methods, and Behavioral Decision Making	
PROFESSIONAL EXPERIENCE	<b>Project Mayhem</b> - Pittsburgh, PA <a href="http://www.pm-mc.com">www.pm-mc.com</a> <i>CEO &amp; Founder</i> <b>Sep 2014 – present</b> <ul style="list-style-type: none"><li>– Project Mayhem is a multiplayer Minecraft server with custom games and systems</li><li>– Over \$150,000 in total revenue</li><li>– Over 450,000 unique users</li><li>– Leads a team of over 20 members</li><li>– Designs new games and features, manages the roadmap, and handles marketing strategy</li></ul> <b>Blizzard Entertainment</b> - Irvine, CA <i>Program Manager Intern: Battle.net Mobile App</i> <b>May 2018 – Aug 2018</b> <ul style="list-style-type: none"><li>– Established a clear vision for the Battle.net Mobile app by developing KPIs and metrics with the help of SQL, Excel, and R</li><li>– Created functional specifications for ten projects to help the team reach their KPIs</li><li>– Shipped a feature to enable rendering GIF messages in chat</li><li>– Developed a cohesive plan to market and grow the app</li></ul> <b>Zynga</b> - San Francisco, CA <i>Product Manager Intern: Zynga Poker</i> <b>May 2017 – Aug 2017</b> <ul style="list-style-type: none"><li>– Improved player engagement by +17% and increased revenue by +7% (+\$750K/year) by designing and implementing a feature that provides personalized experiences to users</li><li>– Performed AB tests to determine the benefits of in-game currency grants to users<ul style="list-style-type: none"><li>– Found that poker chip grants to certain segments have a large DAU impact (+3%)</li><li>– Designed an automated system to regularly perform optimized in-game currency grants</li></ul></li></ul>	
PROJECTS	<b>EndTheRain</b> <i>Founder &amp; President</i> <b>May 2018 – present</b> <ul style="list-style-type: none"><li>– Envisioned and founded a project to create automated umbrella dispensers for CMU community</li><li>– Built the organization from the ground up, owning logistics, recruitment, marketing, and design</li><li>– Created long-term goals to support the project and launched the first iteration of user-facing system</li><li>– News story on the project and my role in it: <a href="https://youtu.be/jF_zN1m0cr0">https://youtu.be/jF_zN1m0cr0</a></li></ul> <b>Senior Honors Thesis</b> <b>Apr 2018 – Expected May 2019</b> <i>The effects of election forecasts on voter turnout in the United States</i>	
ACHIEVEMENTS	<ul style="list-style-type: none"><li>– Dietrich College Dean's List: Spring 2018, Fall 2017, Spring 2017, Fall 2016</li><li>– Vice-President of Projects for Project Ignite CMU (2018 – present)</li><li>– Project advisor for Project Ignite CMU (2015 – present)</li><li>– Student Member of the Academic Review Board and University Disciplinary Committee at CMU with Title IX Certification (2016 – present)</li></ul>	