

# Robert Alterman

ralt@umich.edu  
(914) 819-7141

## Education

### University of Michigan School of Information

Ann Arbor, MI

*Bachelor of Science in Information, with a Specialization in Information Analysis; graduated April 2018.* Related coursework: Statistics & Data Analysis; Models of Social Information Processing; Data-Oriented Programming; Data Manipulation; Data Exploration; Intro to User Modeling; Web Design. Three terms University Honors. GPA: 3.3.

## Work Experience

### RippleMatch – Campus Marketing Manager

Ann Arbor, MI

February 2018 – April 2018

Promoted from Intern position after one month. Hired and led team of interns with the mission of spearheading expansion at the University of Michigan. Established name recognition through social media and campus marketing. Strategized and innovated ways to improve student acquisition.

### Robert K. Futterman & Associates (RKF) – Research Intern

New York, NY

Summer 2017

Wrote Python programs to manipulate data of retail locations and output cleaned data into CSV files. Scraped location data for brokers from retailer websites using BeautifulSoup and Selenium libraries. Constructed geographic maps of trade areas using ArcGIS. Researched real estate information on various properties and retailers.

### The Practice Worldwide – Intern

New York, NY

Summer 2016

Promoted musical artists through social media and emailing blogs/online publications – helped one artist reach nearly 20,000 views on his music video. Conducted research for employees on royalties in the music business. Greeted clients upon arrival and preserved overall environment of studio.

### New York City Football Club – Game Day Media Relations Intern

Bronx, NY

Summer 2016

Ensured field-side media was directed to right place and managed throughout the game. Assisted in post-game interview process, including taking quotes from players in the locker room. Helped set up/clean up press box for media.

## Projects

### Information Analysis Senior Capstone Project – Team Member/Developer

September 2017 – April 2018

Created a predictive model as a team of four for the Office of University Development, illustrating how courses alumni took as students are indicative of future behaviors, such as philanthropic interests. Parsed course guide to construct dataset. Ran text analysis on the data with Word2Vec and t-SNE algorithms. Merged transcript data with dataset.

### Analyrics – Developer

April 2017

Designed a program that presents a user with information about an artist's lyrics. Accesses iTunes API to grab songs, then scrapes the lyrics off of AZLyrics.com using BeautifulSoup and regular expressions to parse the page's HTML. TF-IDF formula is then implemented on each lyric to find its 'importance' to an artist's work. Coded in Python.

## Skills

Python, HTML/CSS, SQL, Pandas, RegEx, BeautifulSoup, Selenium, Tableau, Excel (basic proficiency), PowerPoint