

Yoav Helfman

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EDUCATION	UNIVERSITY OF MICHIGAN College of Literature, Science, and the Arts <ul style="list-style-type: none">• Bachelor of Science in Computer Science with a Minor in Creative Writing, May 2017• Cumulative GPA: 3.70/4.00• Relevant Coursework GPA: 3.70/4.00; EECS 280, EECS 281, EECS 203, SI 206, EECS 370 <ul style="list-style-type: none">• Programming experience in: C++, HTML/CSS, Python, JavaScript, Objective C• Vice President of Marketing for Alternative Investments Club (2013-2014)	Ann Arbor, MI
EXPERIENCE	JustPlay Co-founder Backend Developer and Branding Lead <ul style="list-style-type: none">• Co-founded iOS app with two Kappa Theta Pi Developers, allowing users to create, find and join pick-up sports games filtered by location; currently pending release in the Apple app store• Implemented the backend architecture using Parse to provide JustPlay the means of persisting data, ensuring that user's local phone storage does not contain superfluous data• Created marketing and branding materials, including app description and tag-line, to drive engagement when individuals first encounter app, increasing view to download conversion• Wrote in-app tutorials and content to provide users a comfortable, streamlined experience	Ann Arbor, MI
Summer 2014	Altair Engineering Software Developer Intern solidThinking Team <ul style="list-style-type: none">• Collaborated with Director of Software engineering to restructure solidThinking software framework, removing redundancy in object declaration and optimizing client memory usage• Presented and discussed pending changes with team of developers to ensure optimizations will not impede future development of affected solidThinking software functionality• Performed comprehensive unit testing to ensure modifications to the framework were stable, suitable for integration and did not introduce bugs, ultimately leading to integrated code	Troy, MI
Summer 2014	Kappa Theta Pi Professional Technology Fraternity Development Team Developer and Incoming Vice President <ul style="list-style-type: none">• Worked with directory of technology to overhaul fraternity's development team in order to ramp up productivity and skills of developers, resulting in shorter development cycles• Designed and implemented incentive systems in order to motivate student developers to systematically complete projects, establishing an efficient process for project management• Educated developers by organizing concise mini-courses and providing relevant documentation, further facilitating confrontation of specific programming challenges and tasks• Documented team successes for use in advertising development solutions to external clients, granting fraternity members action-based learning experience and networking opportunities	Ann Arbor, MI
2013 - Present	Benzinga & Marketfy: Financial News/Data Startup Online Marketing and Writer <ul style="list-style-type: none">• Featured on the official Windows 8 Finance App through Benzinga, writing interviews, news, and analytical pieces to bring traffic to the website and enhance value to users• Managed company blog platform and journalists to develop better content generation and filtration, ensuring that blog writers are able to promptly meet editorial deadlines• Executed e-mail and social media marketing projects including cross-promotion, webinar events, and sponsored live events to refine and expand greater marketing strategies	Southfield, MI
Summer 2013		
ADDITIONAL	<ul style="list-style-type: none">• Conversationally fluent in Hebrew• Fascinated with video games and the onset of interactive art mediums• Passions include music, reading, writing, film, dear friends, and scuba diving• Strong interest in finance, placing well in state and national level paper trading competitions	