Steven Lee Packard

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EDUCATION

Rutgers University — New Brunswick, NJ
B.A. in Computer Science — *September 2021 – May 2024*

Middlesex College — Edison, NJ
A.S. in Engineering Science — *September 2020 – May 2022*

EXPERIENCE

Media Analyst — January 2025 –Present
VaynerMedia (Digital Marketing Agency) — *New York, NY*
- Analyze ad tracking metadata to generate client-facing reports and deliver actionable marketing insights.
- Monitor ad campaign expenditures for multi-million-dollar accounts; Assist directors with audience targeting.

Level 2 IT Specialist Consultant — September 2022 – September 2024
Rutgers University: Office of Information Technology — *New Brunswick, NJ*
- Provided advanced IT support to university staff and faculty; oversaw teams of 2-6 consultants to resolve software issues. Monitored servers supporting over 60,000 users, consulted departments on enterprise system solutions.
- Managed 1-3 escalated incidents per hour, resolving high-priority issues from different consultant levels.
- Developed an employee onboarding webpage, centralizing critical tools and reducing new hire setup time by over 30%, significantly boosting team productivity during hiring season.

University Choir President — September 2021 – May 2024
Rutgers University: Mason Gross School of the Arts — *New Brunswick, NJ*
- Led and represented a diverse class of 90+ singers, planned 4 concerts with 250+ attendees, and delegated tasks to 5 elected board members, while expanding program reach to the broader New Brunswick area.
- Secured a record 306% increase in funding, surpassing the historical high in the choir's 25+ year history.

Management Assistant — April 2021 – October 2021
Lindstrom & King Co. Inc (Engineering/Manufacturing) — *Paterson, NJ*
- Managed production planning, conducted operational accounting, maintained relationships for 30+ multinational accounts and clients, enhanced sales data accuracy by standardizing reporting processes.
- Optimized pricing strategies by analyzing SAP business metrics, resulting in 12% year-over-year revenue increase.
- Played a pivotal role in ERP migration from QuickBooks to SAP Business One, including data integration, creating order templates, populating item and inventory data, and building client profiles.

Customer Service Associate — May 2018 – Present
Wegmans Food Markets — *Woodbridge, NJ*
- Coordinated a food production team of 2-5 people, managing resources to meet high-demand production goals.
- Contributed to the highest divisional sales in the department from 2020 to 2024 by supporting data-driven merchandising and optimizing seasonal product placement.

TECHNICAL PROJECTS

VeggieVision iOS App | *Swift, Xcode, Figma, SwiftUI, iOS* — September 2024
- Created iOS app to optimize food production at Wegmans Food Markets, reducing food waste and inventory loss.
- Deployed the app in the production area, preventing over $1,200 in shrink during its second implemented week.

Airline Booking Website | *SQL, MySQL, Java, HTML/CSS, Apache Tomcat* — December 2023
- Collaborated with 3 students to create a fully functional mock flight booking website, equipped with user/admin accounts, real-world flight data, and database manipulation utilities.
- Designed the database system, including schema architecture, SQL querying components, and MySQL integration.

SKILLS & CERTIFICATIONS

Strengths: Technical Writing, Problem Solving, Client Consulting, Adaptability, Public Speaking
Programming: Python, Java, SQL, JavaScript, TypeScript, HTML/CSS, React (Library)
Software: Git, ServiceNow, Tableau, Excel, Active Directory, Figma, Visual Studio, Microsoft Office Suite
Certifications: Meta Certified Digital Marketing Asssociate: 2025, TikTok Media Buying Professional: 2025