

ZACHARY WEISS

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EXECUTIVE SUMMARY

Marketing major at the University of Central Florida who ships production software. Spent summer 2026 as a software engineering intern at Forecast Fusion LLC, merging 91 pull requests into a live legal case-management CRM with a focus on security remediation and legacy modernization. Built BrandLens, a full-stack web app that generates brand guidelines from any URL, earning the ADP Business Knights Leadership Academy Scholarship; certified across Anthropic's AI platform, Microsoft Excel, and Google Ads.

EDUCATION

University of Central Florida, Orlando, FL

May 2027

Bachelor of Science in Business Administration, Marketing

GPA: 3.4 • Dean's List: Spring 2025 – Fall 2025

Marketing Director, Pro Bono Consulting Club — designed, built, and deployed the club's website (Next.js/React on Vercel); lead brand, social, and recruitment marketing.

HONORS & AWARDS

ADP Business Knights Leadership Academy Scholarship (\$750)

Apr 2026

Awarded for demonstrating leadership and career preparation through a 500–750 word essay detailing BrandLens, a web application built from scratch that generates professional brand guidelines from any website URL.

MECC Regionals '26 — Visual Case: 1st Place; Data Case: 2nd Place

Apr 2026

Contributed to UCF's 1st place overall team finish at the Microsoft Excel Collegiate Challenge Regionals hosted at UCF.

PROFESSIONAL EXPERIENCE

Forecast Fusion LLC, Remote

May 2026 – Aug 2026

Software Engineering Intern

- Cut the CRM's slowest staff search from 11.6 seconds to 0.74 seconds (~15×) by replacing leading-wildcard scans with anchored index lookups, and reduced contact search from a 91,000-row full table scan to roughly 300–560 rows read — both re-measured on production and confirmed live by staff.
 - Remediated production security defects across a decade-old codebase — SQL injection, cross-site request forgery, and unauthenticated file-download endpoints — hardening client PII and payment paths for thousands of active cases.
 - Directed AI coding agents (Claude Code) to accelerate legacy modernization and database performance work, pairing each release with a deploy runbook specifying per-step verification and rollback.
 - Shipped 91 merged pull requests and over 500 commits into a live PHP/MySQL case-management CRM for a New York traffic-ticket law firm, working 30–40 hours per week under a two-stage peer and supervisor review gate.
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PROJECTS

BrandLens — Web-Based Brand Guidelines Generator

Feb 2026

- Developed a full-stack web application that automates brand guideline creation from company URLs, reducing manual brand research time and lowering cost barriers for small businesses.
 - Engineered AI-assisted website analysis using Next.js, TypeScript, and Playwright to extract fonts, color palettes, logos, and tone-of-voice signals, improving accuracy and consistency of brand outputs.
 - Designed a user-friendly workflow to streamline brand documentation for small businesses, reducing time and cost barriers compared to traditional agency services.
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ADDITIONAL INFORMATION

Technical Skills: TypeScript/JavaScript, PHP, SQL; React, Next.js, Node.js; MySQL; Git & GitHub; Playwright; Vercel; AI agent workflows (Claude Code), prompt engineering

Business Tools: Microsoft Excel (Microsoft 365), Microsoft Word, Microsoft PowerPoint, Canva, Google Ads

Certifications: Microsoft Office Specialist: Excel Associate (Microsoft, Feb 2026); Building with the Claude API (Anthropic, Mar 2026); Claude Code in Action (Anthropic, Mar 2026); Introduction to Model Context Protocol (Anthropic, Apr 2026); AI Fluency Framework & Foundations (Anthropic, Mar 2026); Google Ads Essential Training (LinkedIn)

Interests: Movies, Football (NY Jets), Basketball (NY Knicks), Tennis/Pickleball, Chess, Time with Friends