

Ben Kronfeld

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Education

Lehigh University, Bethlehem, PA
Bachelor of Science in Business & Economics

Expected Graduation: May 2029

Cumulative GPA: 3.55

Majors: Business Analytics, Marketing

Honors: Dean's List - Spring 2026

Relevant Coursework: Business Analytics I, Principles of Marketing, Introduction to Information Systems

Relevant Experience

Growth Intern, Radiance, New York, NY

Jun 2025 – Aug 2025

- Researched and evaluated emerging AI tools and automation platforms to design a streamlined workflow for automating client brand guideline creation
- Sourced 30+ candidates for designer and project manager roles, and 20 prospective clients, supporting recruitment and business development efforts
- Designed and executed social media campaigns in collaboration with cross-functional marketing and design teams, generating 2M+ views and driving 1,000+ follower growth across platforms

Co-Founder, Lumegrip

Oct 2023 – Apr 2024

- Co-founded and operated an e-commerce store specializing in grip strength equipment, generating \$2,000+ in revenue through direct-to-consumer sales
- Designed and managed a user-friendly e-commerce website while creating organic social media content that averaged 10,000+ weekly views, increasing brand visibility and customer engagement
- Executed business and marketing strategies that expanded the customer base and drove consistent growth

Leadership Experience

Alumni Relations Chair, AI Club, Lehigh University

Aug 2026 – Present

- Lead alumni engagement for Lehigh's largest student club (600+ members), building mentorship connections, organizing alumni-led events, and coordinating career panel outreach between alumni and current members
- Support club programming and recruitment initiatives, manage member communications, and mentor members in the club's selective Builder Society cohort

Additional Experience

Delivery Driver, DoorDash, New Jersey

May 2026 – Aug 2026

- Completed 100+ deliveries across northern New Jersey while maintaining a 5-star rating and a 100% on-time rate, demonstrating strong route optimization and time management skills
- Solved real-time routing and logistics problems, reworking paths around traffic, incorrect addresses, and order changes to keep deliveries on schedule without supervision

Projects

Notion Deadline Email Agent

Sep 2026

- Designed, built, and deployed an email agent that syncs coursework deadlines from Notion, sends timed reminders, and supports plain-English replies to update an item's status or due date
- Wrote the product spec and system architecture up front, then built with Claude Code in two milestones; validated with 571 automated tests, CI, and live-data testing, and deployed on Railway with managed PostgreSQL

Skills & Interests

AI Tools: Claude Code, Codex, Gemini, n8n, Claude Design | **AI Certifications:** [Claude 101](#), [Claude Code 101](#)

Skills: Microsoft Excel, PowerPoint, SQL (learning), Power BI (learning), AI Automation, Prompt Engineering, Marketing

Interests: Artificial Intelligence, Health Tech, Startups, Sports Analytics, Biohacking, Golf