Gabriel Merchan

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Education

Wesleyan University, Middletown, CT
Bachelor of Arts, expected May 2030 · Prospective: College of Social Studies, minor in Data Science

Consulting and Entrepreneurial Experience

Merchan Creations · Web Developer and Consultant (self-employed) · Remote (based in NJ) June 2026 – Present

- Sourced, scoped and closed a $5,000 engagement with a kosher catering business covering eight contracted deliverables; negotiated pricing and terms independently.
- Delivered a seven-page content-repository site and custom design system for a rabbinical client.

Zulita, family ghost kitchen · Marketing and operations · Englewood, NJ June 2025 – Present

- Generated $2,000+ in net income preparing breakfasts and lunches for company staff.
- Built the kitchen's branding and digital presence; implemented an order-tracking workflow.

Thurnauer School of Music · AI consultant · Tenafly, NJ July 2026

- Identified an AI scheduling solution that cut the school's annual summer scheduling process from three months to two weeks; the school adopted it and now uses Claude Code in its weekly workflow.

Palisades Consulting Group · Trusted RAG Capstone, certificate program · Remote (based in Tenafly, NJ) July 2026

- Designed a governed AI retrieval system that makes model output citable and checkable, with a source-evidence register, citation-attribution rules and a hallucination validation log.

Jennifer Nathan Memorial Arts Fund · Volunteer AI consultant · Englewood, NJ July 2026 – August 2026

- Automated outreach from the fund's mail folder; organized and backed up the fund's files.

Work Experience

Lorenzo Food Group · Finance intern · Englewood, NJ June 2024 – August 2024

- Designed and implemented a filing system that cut average invoice-processing time by 50%.
- Reorganized a backlog of 1,000+ unfiled invoices and vouchers in the finance department.
- Supported monthly financial statement preparation.

Crush Cookie Bar · Content creator and store assistant · Englewood, NJ July 2024 – May 2026

- Produced 10+ video and photo campaigns for Instagram and TikTok, raising engagement 20% in three months.
- Entrusted by the owner with baking processes reserved for a select few employees; trained new staff.
- Created the Double Shot Hot Cocoa, a signature menu item.

Matsuyama, Japanese fusion restaurant · Freelance media creator · Englewood, NJ September 2024 – December 2024

- Developed a branding package of 20+ original photo and video assets and ran an engagement campaign.
- Managed creative direction, styling and post-production for digital ads and menus.

Leadership

Wesleyan Student Assembly · Senator, Class of 2030 · Middletown, CT September 2026 – Present

- Chair of Transportation and Public Safety, Student Life Committee; member, Dining Committee; Information Technology Services (ITS) representative.

National Honor Society · Co-President, then President · Englewood, NJ May 2025 – May 2026

- Led a 60+ member chapter; launched scholarship mentoring for 20+ students seeking local and national awards.

Englewood Pathways Network · Author · Englewood, NJ May 2026 – Present

- Wrote a research proposal with OKRs for a student advising network after district cuts reduced guidance staff.

New Jersey Symphony Youth Orchestra · Principal, Second Violins · Montclair, NJ December 2021 – May 2025

- Led a section of 15+ players.

Skills and Awards

Business: Client scoping and pricing, branding and messaging, social media, project management, event planning
Technical: Python, JavaScript, HTML/CSS, CRM pipelines and API integrations, Make and n8n automation, multi-database Notion systems
Languages: Spanish (native, New Jersey State Seal of Biliteracy), English (fluent), Hebrew (Aleph level)
Awards: Unsung Hero of the Year, Dwight Morrow High School (2026); Excellence in Social Studies