Samuel Y Kim, Jr.

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EDUCATION

Northwestern University • **Cumulative GPA**: 3.00 Class of 2020 • **Evanston, IL**

Majors: Physics and Mathematics

Clubs and Honors: Little Joe's Venture Fellow, EPIC GM Director, Northwestern Capital Management, Arch Capital

WORK & LEADERSHIP EXPERIENCE

Retriever, *Co-Founder* December 2017 – Present • **Evanston, IL**

Open-source peer-to-peer service that connects people who lose items and those who find them.

- Built functioning MVP with WIX referencing Illustrator wireframes and preestablished brand guidelines
- Utilized Facebook marketing, Google Analytics, and other digital marketing tools to push service to users in Evanston
- Partnered with both student and university organizations to market and build strong database of lost items

Care Package, LLC., *Co-Founder* December 2016 – September 2018 • **Evanston, IL**

Modular delivery service catering products straight to college students' dorm doors.

- Generated over $2,000 in revenue (400+ boxes) at 36% profit margin while maintaining $1 commission to representatives
- Built responsive distribution network of 15+ student employees across campus, alongside 3 partnered university organizations
- Incorporated, paid sales tax, and reconciled all financial documents through Xero
- Won best in show at EPIC's Launch Pitch Night against eight teams over consecutive seasons

The Catch Co., *Product and Strategy Intern* June 2018 – September 2018 • **Chicago, IL**

Umbrella company of several outdoor brands with $24 million in ARR and subscription base of 100,000 people.

- Constructed robust content-based product recommendation engine in Python through use of customer reviews and bait profiles
- Polled over 5,000 subscribers and collected 20,000+ data points regarding customer's fishing preferences
- Learned basic Python syntax, pandas, numpy, scikitlearn, and matplotlib through DataCamp and Lynda
- Captured over $4,000 in attributed sales and built product implementation into roadmap alongside UX, Product, and Dev teams

Backlight, LLC., *Co-Founder* October 2016 – April 2018 • **Evanston, IL**

Utilizes AI and adaptive analytics alongside content editors to produce professionally-written affordable resumes.

- Drafted 15 extensive blog posts and 30 custom resume templates both in Microsoft Word and Adobe InDesign
- Edited 2,000 bullet points, then utilized extensive personal campus network to outsource development of training data for AI
- Drafted Interview Guide, Executive Summary, and marketing materials using Adobe InDesign, Illustrator, and Photoshop

The Catch Co. *Business Strategist/Operations Intern* June 2017 – September 2017 • **Chicago, IL**

- Projected growth of and redefined channels to liquidate over 1,000 SKUs of excess inventory while maintaining healthy margins
- Created and optimized 70 product listings for sale through FBA on Amazon.com, grossing over $8,000 in sales to date
- Utilized Looker to extract consumer data and behavior, later manipulated to compile extensive LTV analyses across key cohorts

Liberty Health Supply, LLC., *Product Manager* October 2014 – September 2017 • **Libertyville, IL**

Global distributor and eCommerce retailer of health assistive product solutions with $7 million in ARR.

- Managed portfolio of over 5,000 products across hearing, mobility and visual assistive product categories
- Doubled efficiency in product addition, content update, and repricing processes through standardized PM guides
- Curated brand guidelines to use as baseline for website conversion from Volusion to BigCommerce eCommerce platforms
- Performed monthly gross and contribution margin analyses using financial information from QuickBooks

Other experience: Co-Founder of **HomeSpot** (present), consulted for **GAIA, LLC**. (March 2018 – June 2018), **Campus Works** (Sept. 2017 – March 2018), Founder and Creative Designer of **Be Fly Now, LLC**. (2010 - 2016)

PROJECTS & GROUPS

Connect&Care, *UX/UI Designer* October 2016 – September 2017

Philanthropy-based app that connects philanthropists to over 20 non-profits around world.

- Created and iterated user interface wireframes of iOS application from scratch using Adobe Illustrator, Photoshop, and Invision
- Implemented wireframes into actual product alongside developers and founders, leading to launch on the App Store
- Designed ads, icons, and flyers for both physical and online presence through Adobe InDesign and Illustrator

Goldman Sachs Stock Pitch Competition April 2017 - May 2017

- Selected, researched, and pitched stock NVDA to predict 20% upside in 18-month period using linked a 10-K linked DCF
- Conducted extensive research on company, semiconductor industry, and competitors through market multiples comparison
- Stock closed at our 18-month target 3 days after pitch, reached nearly 175% upside at all-time high in September 2018
- Placed in first round, pitched again at Chicago Goldman Sachs office and proceeded to win entire competition