

Cole Johnston

Portland, OR. Relocating to Los Angeles | (503)-320-8430 | cjohnston993@gmail.com

Education

University of Oregon, Eugene OR

September 2015 - June 2019

Major | B.S. Business Administration

Minor | Computer Information and Technology

University of California San Diego - Online

October 2019 - Present

MicroMasters| Data Science

Skills

MS Excel | Python | Jupyter Notebook | SQL | Database Modeling | Hubspot | MS Office

Work Experience

ESI | MKS, Portland, OR — Product Marketing Engineer

December 2019 - Present

- Created a dashboard by using SQL to pull internal data and project updates from several databases in order to gain insights to engineering projects and maintain revenue projections
- Increased estimated revenue for our ~\$4M Service division by 8% by analyzing historical data and industry trends in order to create new pricing strategies

Willamette Valley Capital, Albany OR — Associate

November 2019 - Present

- Successfully pitched 6 investment recommendations by using secondary market data and internal startup data to deliver a clear and concise investment thesis
- Performed due diligence on 20+ startups by conducting ad hoc analyses in order to understand consumer preferences, market trends, competitive landscape, etc. to narrow our applicant pool

Gett, Tel-Aviv, Israel — Business Analyst Intern

June 2019 - August 2019

- Refined future product development strategy and improved completion rates by 14% within two weeks by analyzing data with SQL and Excel to better understand our customer segments
- Optimized top level sales strategy for the “Unicorn” mobility startup by compiling, analyzing, and presenting research to c-suite employees

Involvement

Tamid Group — Director of Investment Education

November 2018 - April 2019

- Improved investment education program by teaching our members valuation methods and pitching our investment thesis in quarterly competitions
- Provided pro-bono consulting services to international startups by performing primary and secondary research to support the company's continued growth

UO Financial Management Association — VP of Finance

June 2018 - September 2018

- Allocated annual budget toward meetings, site visits, and other events to help organization members network and boost finance industry knowledge
- Created and presented personal finance and basic investment presentations to generate interest and involvement in the organization