

Derek Tu

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EDUCATION

Babson College, GPA: 3.83

Babson Park, MA

Bachelor of Science in Business Management, Concentrating in *Business Analytics* and *Information Technology* May 2018

- Relevant Coursework: Case Studies in Business Analytics, Business Intelligence and Data Mining, Information Systems, User Interface Design, Enterprise 2.0, Design Nature
- Recipient of Canadian Scholarship and Presidential Scholarship (both half-tuition), awarded to twenty students per year based on community service and leadership experience

WORK EXPERIENCE

Vidvision

Boston, MA

Co-Founder and Head of Customer Success

3/2015-Present

- Building a video marketing platform that helps marketers at SMBs convert video viewers into leads
- Practice agile software development, translating user feedback into new product features and running hypothesis testing
- Develop and manage relationships with integrations partners such as AWeber and Hubspot
- Acquired 140 users for our successful beta via earned media, drip email campaigns, and a Product Hunt release
- Participated in the Babson Summer Venture Program and won Runner-up (\$7,700) at Valley Venture Mentor's Collegiate Accelerator

Womentum

Boston, MA

Co-Founder and Vice President

11/2015-Present

- Creating an online crowdfunding platform that allows anyone to donate to women entrepreneurs
- Funded 30 women entrepreneurs in 5 different countries, raised over \$30,000 in capital, and managed relationships with 8 corporate sponsors and international NGOs
- Increased donor conversion rate to 1% from 0.2% using various offline and online marketing tactics
- Featured by media outlets NBC Universal, Huffington Post, Northwestern Business Review, and Poets & Quants
- Recognized as 1 in 5 student entrepreneurs to watch for in the Boston tech ecosystem by BostInno

Rough Draft Ventures

Cambridge, MA

Partner

9/2015-5/2017

- Sourced local startups, collaborate with other partners to make investment decisions, and advise portfolio companies
- Deployed \$115,000+ in capital, help manage a portfolio of startups that have raised \$150+ million in follow-on capital
- Engaged the Boston startup ecosystem by organizing community dinners, sponsoring conferences, and hosting office hours across different university campuses

Verto Analytics

San Francisco, CA

Demand Generation Intern

9/2016-5/2017

- Use advanced excel functions like VLookup and pivot tables to create custom reports from Salesforce and Hubspot data
- Built and maintained funnel dashboards to help the company identify % change in SQLs and MQLs week over week
- Cleaned data, filled missing entries using tools like RocketReach and merged files with duplicates

Flywire

Boston, MA

Product Intern

6/2016-8/2016

- Conducted 80+ user interviews with current and potential customers for usability tests and personas
- Streamlined the company's process and established best practices for sourcing and scheduling interviews
- Developed the company's first customer personas for India and Chinese customers
- Assisted the Product Managers with two sprint cycles in various functions, from case building to testing

Additional Projects

Consulting for Alnylam Pharmaceuticals

9/2016-12/2016

- Worked to develop a three-year strategic roadmap focused on supply chain management, information technology, sales, and marketing to ensure a smooth transition once FDA approval was received for their new drug.

SKILLS

Software and Tools: R Studio, Microsoft Access, Pivot Tables, Advanced Excel, Tableau, Salesforce, HubSpot, Mailchimp

LEADERSHIP

eTower (Babson College's Premier Entrepreneurship Community)

President

3/2015-Present

- Fundraised \$34,446 on IndieGoGo and from private donors to revamp our incubator space
- Increased weekly meeting attendance by 85% and organized the Young Entrepreneur's Conference, with over 100 attendees and DraftKings co-founder as keynote speaker
- Managed relationships with alumni who founded and work at NatureBox, Google, Facebook, and IdeaPaint