

Raymond V. Tran

Founder, Managing Principal - Launch Apex, LLC

Philadelphia, PA

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Authorized to work in the US for any employer

WORK EXPERIENCE

Consultant/Project Manager

Fortress Consulting, LLC - Philadelphia, PA - June 2014 to Present

- Advised pharmaceutical client on entry into \$5B hospital medical coding and medical auditing market
- Developed and led implementation of \$25MM fundraising model for survey company client's new product launch
- Performed analytics, market research and due diligence on parent trucking firm's merger and acquisition of mid-sized trucking company

Founder, Managing Principal

Launch Apex, LLC - Philadelphia, PA - May 2013 to Present

- Acquire over \$1MM of underperforming real estate assets in Philadelphia, Michigan and Ohio for up to 95% off market value
- Expand and lead company's real operations to incorporate channels in rehabs, rentals, sales, marketing, due diligence and investor relations
- Utilize local neighborhood bottom up value add approach in sourcing and investing in deals, resulting in a yearly ROI of over 95%

Founder, Chief Marketing Officer

YellowBriefcase.com - Philadelphia, PA - October 2011 to June 2014

- Increased talent retention by 110% by connecting 850+ Ivy league and top state school students and alumni with employers
- Enabled over 45 employers the ability to effectively hire from top schools at over a 70% discount compared with competition
- Launched executive search service to add value for employers, students and alumni by reducing job search time to 3 months or less

Private Equity Senior Analyst

Davenport Investments - Philadelphia, PA - November 2012 to May 2014

- Lead research analyst on due diligence and underwriting for assets collectively worth over \$100MM nationwide
- Spearheaded execution on budget proposals, due diligence, fundraising, underwriting and database platforms
- Maximized property management oversight on multifamily portfolio, resulting in a 6.5% increase on monthly rents

Private Equity Analyst

Libra Capital - New York, NY - May 2011 to August 2011

- Designed \$2.5MM integrative business strategy for expansion of firm's portfolio energy company into the Philadelphia region
- Launched an investigation into developing upwards of a 15.7% market share in a \$7MM completed fuel cell transaction
- Appraised over 85 potential investors for raising a \$100MM leveraged real estate venture fund in Miami, Florida

Consultant

Wharton Small Business Development Center - King of Prussia, PA - September 2010 to March 2011

- Trimmed budget costs by 2.3% based on recommendations given after analyzing client's financial records and sales practices
- Executed market analysis on 6 key competitors to craft product launch strategy for client's smartphone stock trading application
- Maximized profitability by over 3% by implementing a more efficient advertising and sales strategy for client's workforce of 55

Associate Manager

GameStop Corporation - Philadelphia, PA - July 2007 to June 2008

- Supervised a team of 7 employees and surpassed year-over-year sales quota of 10%
- Restructured entire store marketing scheme which attracted new customers and bolstered revenues by 4.7%
- Maintained a sales record of over 120% for six consecutive months through customer relations and upselling

EDUCATION

Bachelor of Science in Economics

University of Pennsylvania, The Wharton School - Philadelphia, PA
2008 to 2012

SKILLS

digital marketing strategies, emerging technology evaluation, business strategy and development, business intelligence, process improvement, project management, investment strategies, quantitative analysis, due diligence research, sales, -. Excel-(advanced commands), Pivot tables, VLookups, IndexIMatch, CountIf, SumIf & nested formulas. Forecasting, Budget Preparation, Variance reports & Performance Reports. Database Web Queries, Data Blocks, Bar Graphs, Data Charts & Weekly Report extractions, transformation. ClearSaleign, The Search Monitor, Spyfu, Dart Search, DFA, Budget Pacing, Marketing & Web Analytics/ Metrics- Omniture SiteCatalyst, Google Analytics, Web Collage, Bazaarvoice, iPerceptions, Facebook Analytics, Google Insights, Charles Proxy, Data Base automation/query/queries, Tracking Uris, Data Analysis. Direct Response Marketing, Lead Generation .A/B testing, ROI-CPA-CPL-CPC-CTR-KPI-ROAS, Conversion & Bounce Rate Optimization Guru. Google Webmaster tool, Adaptation to new Technologies. Keyword expansion & research, QA /Debugging, Sharepoint, Analyst- Accurate recording, interpretation & reporting of data. Weekly, Monthly, Quarterly & Yearly Status Report. Ad Hoc Reporting as Needed. Risk Management, Critical Thinking, Forecasting, Self Management, quantitative analysis of large business data, Versatility to communicate with credibility, Strong analytical expertise, simplifying complex issues. Banking (cd, money market, checking accounts, mortgages, home equator, refinance, reverse mortgage, student loans & business loans), Financial, Automotive, Tire, Car Rental, Computer I IT industry market research & analysis

CERTIFICATIONS

Commissioned Pennsylvania Notary

Licensed PA Real Estate Agent

ADDITIONAL INFORMATION

VOLUNTEER ACTIVITIES

University of Pennsylvania - Penn Alumni Interview Program Philadelphia, PA

Wharton Regional Coordinator September 2012 - Present

- Lead 9 Committee Chairs to interviewing 1075+ potential Penn applicants as part of University-wide outreach effort
- Systematize interviewee outreach among chairs, resulting in an over 95% response rate for interviews completed

Alpha Kappa Psi Fraternity Philadelphia, PA

External Professional Chair, Vice President of External Committees December 2009 – May 2012

- Oversee 6 committee chairs to ensure that fundraising, community service, and marketing goals are met
- Planned and executed a series of 5 distinguished speaker events for the University-wide campus

Stouffer College House Philadelphia, PA

Communications Manager, House Office Manager May 2009 – May 2012

- Manage the hiring, supervision, payroll and scheduling of 9 employees
- Coordinate all marketing efforts to ensure an overall attendance rate of 65% or greater for all college house events

Sayre – Beacon Center Philadelphia, PA

Tutor September 2008 – February 2009

- Taught and reinforced basic math, reading comprehension, and writing approaches to 1st - 5th grade students
- Guided pupils through personal social issues by organizing an afterschool program geared towards arts and crafts

Chess Team Philadelphia, PA

Captain, 1st Chair October 2004 – April 2008

- Led a team of 5 players to city championships in an undefeated season of over 45 matches
- Trained and mentored over 15 new members on fundamental chess moves, strategies, and etiquette