148 North Kenter Ave. • Los Angeles, CA 90049 • (310) 689-6841 • aaronrad1212@gmail.com

EDUCATION

University of Southern California GPA: 3.78

Bachelor of Science, Business Administration

Jan. 2018 - Dec. 2020

Los Angeles, CA

Specialization in Web Technologies and Applications

Dean's Honor Recipient (Spring 2018—Dec. 2020); Beta Gamma Sigma Honor Society, M.A.T.H. Scholarship, Presidential Service Award

EXPERIENCE

Harbor Freight Tools

Los Angeles, CA

March 2021 – Present

Associate Product Manager

Lead Associate responsible for pricing, promotions, store placement, and new product launches within a \$560M product category

- Drove 8% in incremental sales growth in the 2022 fiscal year by analyzing business trends, consolidating existing assortment, and introducing new products to fill market gaps
- In charge of developing and refining customer-facing assets such as packaging, in-store signage, product and landing web pages, emails, and promotional videos.

Sweet Zen Desserts Los Angeles, CA

Founder

Jun. 2020 - March 2021

- Developed cash flow models to forecast net operating income, internal rate of return, and revenue targets as well as spreadsheets to calculate contribution margins for each product
- Utilized JavaScript, HTML, and CSS languages to create and manage a responsive website
- Performed data clean up, data validation, and data analysis with Yelp's public database to create strategic business plans

Lucky Box Corporation

Huntington Park, CA

May 2019 – Aug. 2019

Analyst, Web Development

- Developed the company's website from scratch using Magento and WordPress
- Tracked the company's site performance using Google Analytics and developed marketing strategies using consumer insight data
- Conducted over 200 cold calls and used MailChimp to send targeted emails to potential clients

Skylark Capital Management, LLC

West Hollywood, CA

Summer Analyst

May 2018 – Aug. 2018

- Partnered in the underwriting of \$130M in closed loans for luxury homes and commercial assets across Los Angeles
- Constructed waterfall models in Excel to calculate the LTC, LTV, and ROE for all loans in the firm's pipeline at different rates and terms
- Prepared detailed Loan Summaries and Letters of Intent for numerous developments

TECHNICAL SKILLS

- Web Development: JavaScript, HTML, CSS, Magento, WordPress
- Digital Marketing: Google Analytics, Moz, Buzzsumo, SEMrush, Majestic, Hootsuite
- UI/UX: Figma, Procreate, Photoshop, Canva, Microsoft Office
- Data Analytics: Tableau, MySQL, Microsoft Excel, RapidMiner
- Music Production: Logic, Distrokid, GarageBand

LEADERSHIP

USC QuASA (Queer & Ally Student Assembly)

Aug. 2018 – May 2019

Executive Board Member, Prom Director

- Syndicated funds from the University Student Government for USC's annual Second Chance Prom
- Formed budget proposals, expense sheets, and event information forms for the group's advocacy events
- Oversaw the distribution of an \$11,000 budget towards USC's annual Second Chance Prom