Aaron Rad
Aaronrad.com

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EDUCATION

University of Southern California *GPA: 3.78*   Los Angeles, CA
Bachelor of Science, Business Administration   Jan. 2018 – Dec. 2020
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
Associate Product Manager   March 2021 – Present
- 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
Analyst, Web Development   May 2019 – Aug. 2019
- 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