


# AIDAN PHILLIPS

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## Education

### Princeton University

Princeton, NJ

*B.S.E Computer Science · GPA: 3.71*

*September 2021 – May 2025*

- **Certificates:** Optimization and Quantitative Decision Science; Entrepreneurship
- **Relevant Coursework:** Financial Investments; Venture Capital and the Finance of Innovation; Web3: Blockchain, Crypto, and Decentralization; Introduction to Microeconomics; Fundamentals of Statistics

## Work Experience

### LANDED

San Francisco, CA

*Marketing and Growth Intern*

*January 2023 – Present*

- Launch growth experimentation program including ideation, scoping and choosing initial experiments.
- Storyboard, design, and launch product positioning videos to expand client base.

### Cruise

Princeton, NJ

*Business Manager*

*November 2022 – Present*

- Source funding and lead incorporation efforts for Princeton Keller Center backed neurotech startup.

### McKinsey & Company

Chicago, IL

*Summer Business Analyst*

*June 2022 – August 2022*

- Worked in the startup and fast growth tech practice to engage with top VC firms and startups including unicorns and recent-IPOs and move conversations towards formal business proposals.
- Performed exhaustive review of proprietary firm assets and capabilities and published a 42 page compendium to guide consulting engagements with startup founders and venture capital funders.
- Assisted development of an internal diagnostic tool and designed a novel business framework for startups which will be the first of its kind within the practice group.

## Extracurricular Activities

### The Daily Princetonian

Princeton, NJ

*Assistant Business Manager*

*December 2022 - Present*

- Co-lead team of more than 25 associates that fully manages all business operations of The Daily Princetonian Publishing Co. with more than 400 total staff and annual revenue over \$200,000.
- Manage tasks and projects across critical business functions such as print subscriptions, print operations, digital operations, marketing, fundraising, alumni relations, and finance.

*Director of Sales*

*February 2022 - December 2022*

- Coordinated sales team consisting of 10 members through key sales campaigns for “The Prince” and recorded the highest revenue and profit in the last 20 years.
- Personally closed over \$10,000 in sales during the fall semester specializing in campus and local clients.

### Princeton University

Princeton, NJ

*Residential College Peer Tutor*

*September 2022 – Present*

- Selected by residential college dean to tutor Intro to Computer Science and Algorithms & Data Structures.

### Track and Cross Country

Whitefish Bay, WI

*Varsity Team Captain*

*June 2017 – June 2021*

- Won 6 conference championships, qualified for 3 state championships, and broke 5 school and conference records.

### Boy Scouts of America

Whitefish Bay, WI

*Eagle Scout and Assistant Senior Patrol Leader*

*May 2013 – June 2021*

- Completed a conservation Eagle project managing 12 volunteers contributing over 60 hours to the beneficiary.

**Other Organizations:** Quantitative Finance Club, Tiger Investments, Data Science Club, Entrepreneurship Club

## Skills and Certifications

**Technical Skills:** Proficient: Python, Java, L<sup>A</sup>T<sub>E</sub>X, Adobe XD | Novice: R, Go, React, C

**Certifications:** CFI Accounting Fundamentals, CFI Economics for Capital Markets, CFI Math for Capital Markets