
BRANDON FU

Evanston, IL

Info

brandonfu@u.northwestern.edu
www.brandonfu.me

Profile

Eager to learn & develop, experienced in data analytics, consulting, business development, and marketing.

Education

Northwestern University, Evanston, IL (*B.A. Economics, Minor in Computer Science*) — **Sept 2019—Jun 2023**

Experience

Product Management Intern @ Chamberlain Group

Oak Brook, IL — June 2021—Aug 2021

<https://www.myq.com/auto>

- Delivered confidence-level projections of 5-year revenue totals on Automotive Business Unit
- Scripted data analysis using Stata, Excel, and internal tool
- Created data models to target partnerships FY2024+ of hardware integration within specific OEMs, including Tesla Y, Mitsubishi Outlander, by referencing vehicle production datasets
- Construct 3-year OEM automotive cycle plans to determine production trends of automotive OEM landscape
- Coordinated to adopt myQ technology to Mitsubishi, Rivian, Tesla, responsible of capturing UI/UX flow of software integration
- Managed internal website marketing updates with marketing firm to reach broader B2B audience of automotive consumers

VP of Marketing @ Northwestern Sports Analytics Group

Evanston, IL — Aug 2019—June 2021

<https://sites.northwestern.edu/nusportsanalytics/>

- Performed strategic analysis of sports statistics, specifically within BIG 10 Football and Northwestern
- Managed outreach and fundraising for club events (\$5,000) by promoting local fund share opportunities
- Utilized Stata, R, PowerBI to create models that expose correlations between age, surface-type, and tournament wins within tennis

Sales and Business Development Intern @ Gesture New York,

New York — Apr 2020—Aug 2020

<https://www.yourgesture.com/>

- Financial and market research to supply quantitative models for competitive analysis
- Managed relationship with 100+ clients to push personalized sales and track monthly projected sales revenue
- Developed web and social content for B2C approach
- Implemented marketing plan & KPIs for company rebrand
- Directed \$10,000 marketing video project for media distribution
- Analyzed web flow metrics for updated reporting, executed conversion tests and ROI analysis to ensure KPIs and marketing investments monetarily justified

Project Manager @ Northwestern LEND

Evanston, IL — Aug 2019—Present

<https://www.lendevanston.org/>

- Partner with local businesses to reach financial self-sufficiency through strategic consulting for growth and dev (\$100,000+)
- Responsible for financial analysis and project management to successfully introduce new business models to market
- Consulted *Blue Rose* (2020) and *ACNR Global Bird Aviation* (2021) to strategize business operations during the pandemic
- Handle communications with LEND's nonprofit team, oversee project timelines, drive initiatives and deliverables

Extra-curricular Activities

Board Member @ Silicon Valley Youth

Palo Alto, CA — May 2017—Present

<https://www.siliconvalleyyouth.com/>

- Led as Co-President for two years (2017-2019) of Bay Area's largest student-run non profit of 1800+ students, 100+ classes
- Raised \$125,000+ for neighboring school districts
- Responsible for organization, operation, out-reach, recruitment, and training
- Prepared individual curriculum for 120+ students
- Advise future decisions, consult with current leadership

General Member @ Northwestern Club Tennis

Evanston, IL - Aug 2019—Present

- Captain for two years of high school's varsity team
- Train and compete in tournaments against Big-10 division schools

Skills

- ✦ Microsoft Office
 - ✦ Graphic Design (Adobe Creative), Video Production (FCP X)
 - ✦ Marketing (Digital, Content, Social Media)
 - ✦ Product, Project Management
 - ✦ Search Engine Optimization (SEO)
 - ✦ Business Development
 - ✦ Data Analytics (Stata, Excel, R)
 - ✦ Website Design (HTML, CSS, PHP, JS)
 - ✦ Sales, Customer Relationship Management (CRM)
 - ✦ Python, Java, C, C++
 - ✦ Public Speaking, Presentation
 - ✦ Database Design, Management
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