

# Brett von Halle

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## Professional Experience

### **Startup Institute ♦ Chicago, IL ♦ June 2014 – Present**

The Startup Institute is a career accelerator program that provides students with the knowledge, resources, and skills to become a part of the fast-paced and dynamic environment of the startup community.

#### **Technical Marketing Track**

Receive formal training from current start-up professionals and experts in technical marketing methodologies and techniques. Participates in weekly projects and collaborative group work.

#### *Acquired Skills:*

- |                              |                          |
|------------------------------|--------------------------|
| ▪ SEO/SEM                    | ▪ Social Media           |
| ▪ Paid Search Strategy       | ▪ Branding & Positioning |
| ▪ HTML/CSS                   | ▪ Content Management     |
| ▪ Google Adwords & Analytics | ▪ Adobe Creative Suite   |

### **Heard Capital LLC ♦ Chicago, IL ♦ 2012 – 2013 Summers**

Heard Capital is a startup Long/Short Equity Hedge Fund in Chicago. The firm focuses its clients' investments in the technology, media, telecommunications, financials, industrials and energy sectors.

#### **Equity Research & Analysis Intern**

Performed fundamental & technical analysis on equity picks chosen by the fund managers. Presented original trading ideas in the form of investment reports after doing research using Bloomberg Terminal, Excel, Thomson Reuters, Markit Hub, Barron's, and Wall Street Journal. Updated monthly performance stats for the fund on various hedge fund databases. Edited investor and merger pitch presentations. Attended weekly in-depth sessions on market themes with the two fund managers, as well as, quarterly board meetings. Created an efficient file management system via Google Drive.

#### *Acquired Skills:*

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|------------------------|----------------------|
| ▪ Statistical Analysis | ▪ DCF Valuation      |
| ▪ Bloomberg Terminal   | ▪ Risk Management    |
| ▪ Fundamental Research | ▪ Financial Modeling |

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## Education

**Bachelor of Arts in Economics ♦ Certificate Program in Entrepreneurship**  
**University of Michigan ♦ Ann Arbor, MI ♦ 2014 ♦ GPA: 3.5**

## Technical Skills

Microsoft Office Suite: Excel, Word, Powerpoint ♦ Bloomberg Terminal ♦ HTML/CSS ♦ Python  
♦ C++ ♦ Adobe Creative Suite: Photoshop ♦ Regression Analysis ♦ Mac & Windows OS ♦ 93<sup>rd</sup>  
percentile on Bloomberg Aptitude Test ♦ Inbound Marketing ♦ Web Design

**Interests:** Soccer, Movies & TV, Sports, Dogs, Video Games, Design, EdTech, Food, Travel