William Rush Email: willrush@u.northwestern.edu

Mobile: +1-847-406-9926

EDUCATION

Northwestern University

Evanston, IL

BA in Economics and Learning & Organizational Change; GPA: 3.32

Sept. 2016 - Jun. 2020

EXPERIENCE

HUB International

Chicago, IL

Mergers & Acquisitions Intern

Jun. 2019 - Aug. 2019

• MnAI Budget Tail: Used Python and Excel to build an aggregator program that groups integration budgets for thirty 2019 acquisitions and assembles them into a sheet that identifies the 2020 budget tail, accounting for \$1.2 million

Data & Analytics Intern

Mar. 2019 - Jun. 2019

• Executive Dashboard Heat Map: Used Power BI and SQL to create a dynamic heat map (at policy level) that plots each branch, colored and sized by revenue, with the ability to sort by SIC/NAICS code, line of business, region, account size and display highest grossing producers, clients, and servicers. This project lives on an executive dashboard used by hundreds of HUB executives throughout the US.

Ro Khanna for Congress

Silicon Valley, CA

 $Political\ Strategy\ Intern$

Jun. 2018 - Sept. 2018

- National Political Circle: Reached out to, kept in constant contact with, and created a network of over 100 activists and political leaders nationwide, aiming to build support for a potential run for a national position.
- Digital Advertising: Developed and executed the social media marketing strategy for the Khanna campaign.

Fallon New York

New York, NY

Account Management Intern

Jun. 2017 - Sept. 2017

- o Analyzed primary data from clients for the development of millennial user acquisition strategies
- Interfaced directly with clients to better understand their needs when developing work products
- Assisted Fallon Creative Director Julie Rutigliano in strategizing and overseeing the development of work products for the client, ultimately resulting in the retention of a six-figure contract
- Worked alongside Fallon Account Managers to execute client maintenance processes and new business acquisition strategies

Chilliad Consulting [for Fallon NY]

Chicago, IL - New York, NY

May. 2017 - Nov. 2017

Chief Strategy Officer

- **Discovery Communications**: Chilliad Consulting (a startup that I co-founded) was hired to support Fallon in the development of creative concepts aimed at increasing millennial viewership of Discovery Communications' networks.
- $\circ\,$ Negotiated a \$10k consulting agreement between Fallon and Chilliad
- Developed the final execution strategy and guided creative concepts to appeal to the client [Discovery]
- Led the Project157 team, comprised of eight Fallon interns and two full-time employees
- Oversaw and assisted with the development of the final client presentation

ACTIVITIES & RESPONSIBILITIES

- Community Outreach and Alumni Chair: Sigma Alpha Epsilon
- Communication Director: Israel Summit Chicago
- Producer: Bots

Additional Skills

- Computer: Microsoft Powerpoint, Excel, Power BI, Access; Adobe Photoshop, Illustrator, Premier Pro
- Interpersonal: Problem Solving, Client Management, Leadership, Collaboration, Communication, Presentation