

Charles Sidles

charlessidles2021@u.northwestern.edu | 224-688-5065
909 Hamlin Street, Evanston, Ill., 60201

EDUCATION

Northwestern University, Evanston, Ill.

Majors: Bachelor of Science in *Journalism*, Bachelor of the Arts in *Economics*

Cumulative GPA: 3.64/4

Study abroad: University College of London, London, UK - Economics

Coursework: Multivariable Calculus, Statistics, Finance, Computer Science, Psychology, History, Mandarin

EXPERIENCE

Invstr, London, UK

Intern, June 2020 – present

- Pitched CEO on creating podcasts to grow user engagement for the FinTech service
- Started two podcasts, one on market news and one interviewing users about their experience
- Researched financial markets and interviewed skilled traders
- Collaborated with the marketing team to develop user acquisition strategies

CampusCATALYST, Evanston, Ill.

Analyst, April - June 2019

- Collaborated with team of five consultants on a case for a nonprofit
- Presented our client with new pricing strategy based on market data and cost structure

Campus Carts, Lake Forest, Ill.

Chief Financial Officer, September 2016 – June 2017

- Created campus transportation startup with three classmates
- Developed cost and pricing models using Excel

ACTIVITIES

Northwestern University Sailing Team, Executive board member (2017-present)

Dance Marathon (2018-present)

Phi Kappa Psi, Illinois Alpha Chapter (2017-present)

North By Northwestern, Sports Writer (2017-present)

RELEVANT HOBBIES

Sports Betting

- Developed model to capitalize on betting market inefficiencies
- **381% ROI through first ten weeks** (First legal season in Ill.)

SKILLS

Computer: Proficient in Word, Excel and PowerPoint | Experience coding in Java, C, C++ and Python

Language: Conversational Mandarin