

# Joshua David Gordon

**Address:** 100 E Walton #35E Chicago, IL 60611 • **Contact:** josgordo@gmail.com (913) 579-4472

## EDUCATION

### Indiana University, Kelley School of Business – Bloomington, Indiana

August 2006 – May 2010

Bachelor of Science – Business, Major: Finance Minor: Computer Science

- Indiana University Faculty Scholarship – Awarded for exceptional grades and test scores
- Nate Kaufman Scholarship – Awarded for grades towards the advancement of studying abroad
- AXA Achievement Community Scholarship – Awarded for outstanding community service and academics

### Emerging Markets Study Abroad, Kelley School of Business – Croatia

January – May 2008

- Gained firsthand insight into Croatia's economic emerging market through a 16-week course at Indiana University and Croatia

## WORK EXPERIENCE

### Omnicom Media Group – Accuen

June 2010 – Present

*Analytics Coordinator and Trader*

- Oversee and monitor online advertising campaigns, ensuring that campaigns are performing in accordance with contractual commitments and client expectations
- Optimize campaigns based on performance metrics and analysis to maximize revenue generation and client strategic initiatives
- Work collaboratively with technology, media, and data partners to oversee the launch and execution of campaigns
- Harvest campaign performance insights through data analysis and team collaboration

*Selected Project Experiences:*

- Executed an inventory performance analysis across all advertisers to determine which sites were performing in terms of effectiveness and efficiency in order to reduce impression wastage
- Customized a weekly reporting dashboard with analytical insights for a major telecommunications client helping them to continuously optimize its online display advertising
- Independently redesigned standard weekly and monthly reporting templates using advanced Excel formulas and VB macros which decreased reporting labor by 15-20 hours per week
- Selected to educate the internal trading team on advanced Excel functionality and dynamic reporting adding value and greater performance to their respective clients

### The Cottonwood Group, L.P.

July – August 2009

*Summer Intern*

- Built research reports on mutual funds and REITs for investment advisors to aid in strategizing investment portfolio
- Designed profitability model to explain financial effect of internal management decisions between fiscal years 2005 and 2009
- Maintained client's 401k portfolio deliverables by analyzing which securities performed the strongest to optimize spend

### Ferrellgas, L.P.

June – August 2008

*Corporate Development Intern*

- Helped conduct due diligence process for a \$4 million buy-side acquisition involving a propane company
- Performed discounted cash flow analysis for internal management use on bidding strategies of potential acquisitions
- Created geographical footprint of propane consumption and development in various regions across the US
- Built Excel-based investment strategies using aging of accounts receivable, degree days and gallons of gasoline storage

## ACTIVITIES

### International Business Association (IBA)

August 2007 – May 2009

*Treasurer*

- Elected as sophomore to lead teams in the development and implementation of fundraising strategies
- Created and proposed funding strategies towards growing IBA and building external relationships with companies
- Coordinated events with multinational organizations to achieve greater insight into globalization

### Community Service

August 2002 – Present

- Ronald McDonald House – provide a “home away from home” environment for families tending to their children's medical care by managing and performing household activities, interacting with the families, and initiating volunteer events for students

### Marathon Running

- Completed the 2007, 2008 and 2009 Bank of America Chicago Marathon
- Training for Honda Los Angeles Marathon (March 2011) and ING New York City Marathon (November 2011)

## HONORS

### Johnson County Youth Volunteer Award

April 2006

- Annual student recognized in Johnson County, Kansas for outstanding volunteer efforts and commitments

### Presidential Service Award

August 2002 – May 2006

- Completed over 125 volunteer service hours for four consecutive years

## SKILLS

- *Advanced* – Microsoft Excel, Access
- *Basic* – VB, SQL, Python, Bash Commands, and HTML

## INTERESTS

- CFA – Level 1 Candidate
- Marathon Running, Ice Hockey, Cooking, International Traveling, Spending time with family and friends