

David J. Klaassen

1510 33rd Street NW, Washington, DC • (202) - 308 - 2186 • djk63@georgetown.edu

EDUCATION

Georgetown University, Edmund A. Walsh School of Foreign Service

Expected Graduation Date: May 2016

B.S. in Foreign Service, Major: International Politics

GPA: 3.7/4.0

Relevant Coursework: Business Entrepreneurship, Front End Web Development, Data Analytics (Spring 2016)

The Toronto French School

Class of 2012

Bilingual IB Diploma

IB Score: 41/45 (97th percentile globally)

Honors and Accolades: Head Boy of Graduating Class, Co-Valedictorian, Top 5 Student in Graduating Class

WORK EXPERIENCE

SportsRecruits | Marketing and Product Intern | New York City, New York

Summer 2015

The LinkedIn for high school athletes, providing a suite of online tools to streamline the recruiting process and provide greater exposure and easier communication with collegiate programs

- Developed social marketing strategy and implemented analytical framework to build brand awareness, boost lead generation and track social ROI, resulting in 8x increase in Facebook likes/\$ spent 5x Twitter organic engagement growth, 10x Twitter organic follower growth and 3.5x growth in blog & site referral traffic
- Improved email marketing efforts by identifying and segmenting customer base for more targeted email campaigns, creating a performance tracking database, launching A/B tests and updating the CMS, resulting in a 20-25% increase in opens, CTR and conversions, and a record MRR in June & July
- Created the analytical framework to track the growth of marketing qualified leads, cost per MQL, cost per sales opportunity and ROI by program

UGO Solutions | Business Development Associate & Product Management Associate | Toronto, ON

Summer 2014

Partnership between TD Bank and PC Financial to develop Canada's first open mobile wallet that combines payment and loyalty programs in one solution

- Worked in a 4-person team with VP of Marketing and VP of Business Development to acquire key partnerships by bringing major retailers, financial institutions, transit authorities, telecommunication companies and loyalty programs into the open wallet
- Worked in a 3-person team to develop product requirements and use cases for a loyalty program container that will serve as the featured addition for the next update of the app
- Assisted Project Manager and AVP of Product for the rollout of the Beta and Pilot launches by providing customer support, coordinating efforts between QA Team and Product Team and conducting bug tracking for all defects

G.U. Credit Union | Senior Manager of Operations & Collections Officer | Washington, D.C.

Spring 2013 – Present

Nation's largest student-run financial institution with over 11,000 accounts, \$17M in peak assets, \$150M in annual transaction volume and a loan portfolio of \$1.8 million

- Supervise and mentor 15-20 tellers a semester, oversee a daily average of \$20,000 in member transactions and manage change fund ranging from \$50,000-\$75,000
- Responsible for daily open and close reconciliations and settlements of transaction errors
- Assisted in the development and implementation of a project to improve procedures in pledging checks, tracking member currency exchange and inventorying debit cards to improve operational efficiency and customer service
- Handle and process delinquencies on loan payments and issues with negative member accounts

SKILLS & INTERESTS

- **Projects:** 1) Creator of Meta Borealis, a Toronto live-music blog and open community for any type of music lover to share content and learn more about their favorite local concerts, festivals and live events. 2) Co-Founder of GroupBeat, a social music platform that enables you to connect with music communities that cater to your unique tastes and interests; expected to launch in 2016
- **Software:** HTML, CSS, JS, PHP, SQL, Wordpress, Facebook Ads, Twitter Ads, Advanced Excel, Powerpoint Google Analytics, Google Tag Manager, Google AdWords, Google AdSense, Salesforce, Buffer
- **Languages:** Fluent in French (written & oral), working knowledge of Spanish & Danish
- **Hobbies:** Boxing and Muay Thai, Hip-Hop DJ, Music History, annual hiking or canoe trips in remote parts of Canada