

# John Litzsinger

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[Portfolio](#) [LinkedIn](#)

I am a Finance student with hands-on experience in market analysis, fund management, and Excel, gained through founding an investment-focused venture and leading finance for a consulting club. I work well with clients, manage multiple priorities, and am eager to deepen my knowledge of capital markets, fixed income, and derivatives while supporting trading and trade capture processes.

## Employment History

**Rotational Intern, Employee Benefits (Capital Markets-Relevant Experience) • June 2025 – August 2025**  
Shepherd Insurance

- Analyzed pharmacy benefit manager structures and drug trend data to identify potential cost-saving opportunities in employer health plans.
- Evaluated how policy and market shifts could impact plan performance, documenting findings for senior team members.
- Supported sales and client service meetings by preparing assessments and presentations to clarify plan design trade-offs and financial implications.
- Collaborated with leadership to refine client communication around benefit strategy, improving clarity of complex financial and plan design concepts.

**Co-founder, Executive (Finance) • Purdue Launch Consulting Club April 2023 – Present**

- Co-founded and helped lead a student consulting organization, contributing to overall strategy and governance.
- Managed and reported club funds, maintaining oversight of inflows and outflows to support projects and operations.
- Served as head of project leaders and a direct contact for companies, coordinating engagements and expectations between student teams and external partners.
- Led development of the organization’s website ([www.purduelaunch.org](http://www.purduelaunch.org)) to support outreach and communication with stakeholders.
- Served on the Senior Advisory Board, providing guidance on organizational priorities and project selection.

**Founder, Head Analyst • Father Flips January 2021 – March 2023**

- Founded and led a niche market analysis group focused on limited-availability software pricing and trading opportunities.
- Analyzed historical and real-time pricing patterns to identify when and why prices for select software were likely to rise or fall.
- Developed investment calls that specified entry and exit points for clients, contributing to reported individual client ROI of 260.00% and annualized ROI of 643.80%.
- Managed direct relationships with approximately 30 customers and 2 staff, coordinating operations to maintain smooth execution and strong client satisfaction.
- Communicated market insights and rationale behind investment recommendations to help clients understand risk/reward trade-offs.

**Footwear Associate • Dick’s Sporting Goods November 2021 – May 2023**

- Advised a diverse customer base on footwear selections by assessing needs and matching product features to use cases.
- Advocated for a broader mix of manufacturers and shoe styles to better reflect customer demand and current industry trends.

## Education

**Bachelor of Science, Finance, Purdue University, Mitch Daniels School of Business August 2026**

## Skills

- |                      |                      |                       |                                    |
|----------------------|----------------------|-----------------------|------------------------------------|
| • Market analysis    | • Client service     | • Presentation skills | • Customer relationship management |
| • Financial analysis | • Leadership         | • Web development     | • Sales                            |
| • Excel              | • Project management | • Fund management     |                                    |