

# Matt Wan

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## EXPERIENCE

**UrbanBound**, Chicago, IL

July 2014 – August 2014

*Startup Institute Partner Project*

- Developed a complete inbound marketing campaign strategy for a target segment
- Executed and created content to support the inbound marketing campaign, including an eBook and blog posts

**Eusko Jaurlaritza - Gobierno Vasco**, Getxo (Bilbao), España

October 2013 – May 2014

*Auxiliar de Conversación*

- Planned and taught supplementary English conversation classes to adult students at an official language school
- Stimulated student interest and passion for learning English by leading engaging extracurricular activities

**Novantas**, Chicago, IL

September 2011 – August 2013

*Lead Associate*

- Collaborated with engagement team members to provide strategic support and guidance for financial institutions
- Developed more sophisticated pricing strategies for an investment product at a top-five Canadian bank
- Enhanced understanding of retail customers from a behavioral perspective at a top-ten US bank
- Prioritized network-wide distribution strategies and optimized hometown market network at a regional US bank

## EDUCATION

**Startup Institute**, Chicago, IL

June 2014 – August 2014

*Career Accelerator Program, Technical Marketing Track*

**The University of Chicago**, Chicago, IL

September 2007 – June 2011

*Bachelor of Arts in Economics, Minor in Spanish Literature*

- Cumulative GPA: 3.82/4.00
- Honors: Student Marshal, Phi Beta Kappa

## ACTIVITIES

**METROsquash**, Chicago, IL

October 2009 – September 2013

*Member of Auxiliary Board (December 2011 – September 2013); Academic Tutor (October 2009 – June 2011)*

- Planned and assisted with events that supported METROsquash, such as fundraisers and student outings
- Actively mentored a student who participated in the METROsquash program

**Order of the "C"**, University of Chicago

March 2009 – June 2011

*Vice President (June 2010 – June 2011); Community Service Liaison (September 2009 – June 2010)*

- Planned and executed events to promote varsity athletics on campus
- Developed and organized service projects to engage student-athletes with the campus and local community

## SKILLS

Proficient in Spanish, Chinese (Standard and Kunming varieties)

Experienced with Oracle SQL Developer, GIS visualization, Excel, PowerPoint, Word, Photoshop, and Aperture

Familiar with R, VBA, HTML, CSS, Google Analytics, SEO, inbound marketing, social media

## INTERESTS

Traveling, running, sea kayaking, surfing, gastronomic exploration, photojournalism, urban planning, classical music