maxwell.hurst22@gmail.com (828) 273-6475 <u>LinkedIn</u>

EDUCATION

UNIVERSITY OF NORTH CAROLINA, Kenan-Flagler Business School – Chapel Hill, NC

May 2021

Bachelor of Science, Business Administration; with Areas of Emphasis in Entrepreneurship; Minor in Philosophy, Politics, and Economics

EXPERIENCE

EATS2SEATS – Chapel Hill, NC

Jan 2021-Present

Student founded start-up that connected people to job opportunities in concessions at major event venues

Chief Operating Officer & Co-Founder

- Started company in undergrad and launched it out of the COVID-19 pandemic
- Lead a team of over 5000+ temporary event workers, 8 full-time employees, 15+ part-time employees
- Expanded from NC to over 11+ states as a bootstrapped start-up
- Positive EBITDA four consecutive years
- Revenue growth 1.5x annually
- Project lead development on our admin portal and both of our apps (E2S Staff & E2S Leaders)
- Built our payroll, invoicing, HR department SOP's and teams
- Developed our MyTrainings program on YouTube
- Developed recruitment pipelines to staff events with universities
- Lead marketing interns and executed content creation strategies for our various social media accounts
- Company featured in Forbes 30 Under 30, and plenty of recognition from Kenan-Flagler Business School and UNC for our achievements as a company

Assured Admit Program, Kenan-Flagler Business School - Chapel Hill, NC

Aug 2017-May 2021

Rigorous and expansive business program that allowed me to gain invaluable business knowledge and experience Assured Admit Program

- assured Admit I rogram
- Exposure to advanced business courses before you begin your actual KF curriculum
- Ability to work with form and work with student start-ups and gain valuable experience as an undergrad
- Fundraised over \$8,000 for Make-A-Wish through the Busi 500 Ready, Fire, Aim Project
- Worked with student start-up USeek Venture in 2018 to market part-time jobs on Franklin Street to students looking to make money

LEADERSHIP AND COMMUNITY INVOLVEMENT

YoungLife, College Leader, Chapel Hill, North Carolina

Oct 2019-May 2022

- Organized group bible study for new students
- Helped plan, facilitate, and execute multiple 50+ person events a week while in undergrad

Mental Health Task Force, Committee Member, Chapel Hill, North Carolina

Sep 2018-Nov. 2018

Worked with the Mental Health Task Force to gather student input and implement policy suggestions for UNC executive branch

Civics in the Triangle, Teacher, Chapel Hill, North Carolina

Jan 2019-May 2019

- Worked with UNC IOP to work with local elementary schools and teach Civics
- Taught 15+ lessons to students about basic government and civics

ADDITIONAL INFORMATION

- Honorably mentioned with EATS2SEATS in the Forbes 30 Under 30: Food List
- Keynote Speaker at Buncombe County Schools' 2024 Top Scholars dinner
- Won the People's Choice Award for Best ACC Startup in 2020 with EATS2SEATS
- Featured on 11 Tribes Ventures "The Resilient Founder" podcast
- Granted Assured Admission into UNC's prestigious Kenan-Flagler Business School coming out of high-school
- Awarded the Principal's Leadership Award in high school for my outstanding commitment to our school and community