

# FERNANDO ROJO

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## EDUCATION

**University of Pennsylvania**, College of Arts and Sciences

**Philadelphia, PA**

*Candidate for Bachelor of Arts in Economics*

August 2018

*Minor: Mathematics*

- Relevant coursework: Venture Implementation (Wharton MBA course, received top score), Calculus III, Linear Algebra, Econometrics, Probability, Intermediate Macroeconomics

**Community High School**

**Ann Arbor, MI**

*High School Diploma*

June 2014

- Valedictorian, Varsity Soccer Captain, Boys' State Lieutenant Governor, National Honors Society

## BUSINESS EXPERIENCE

**PATOS Shoes**

**Lima, Peru**

*Founder & CEO*

Summer 2016 – Present

- Bootstrapped company from idea to hiring 12 local artisans in Peru and selling 3,000+ units in 15 countries
- Established brand partnership with J.Crew to sell products in physical retail through in-store pop-up shops
- Generated \$60,255 revenue in one month on Kickstarter to launch company without venture funding
- Received features in Forbes, NBC News, Huffington Post, Refinery29, CNBC, BuzzFeed, Inc. Magazine; contributed guest post in Business Insider that reached over 44,000 views
- Built self-sufficient international supply chain linking Peruvian villages with distribution in New York
- Designed and prototyped over 200 sneaker iterations; build custom e-commerce website on Shopify

**No Labels**

**Washington, D.C.**

*Marketing Intern*

Summer 2015

- Created press briefings and interview outlines for governors and top political figures for the No Labels radio show

## TECHINICAL PROJECTS

**PrettyCo.in**

November 2017

- Developed cryptocurrency data visualization platform with HTML, SCSS, and jQuery, using both real-time and historical data
- Received features on Nasdaq.com and Hackernoon.com
- Published at <http://PrettyCo.in>

**Panda**

October 2017

- Built dynamic website creator with HTML, SCSS, jQuery to combine simplicity of WYSIWYG editor with customizability of custom-coded static websites
- Github repository: <https://github.com/nandorojo/panda>

**Shopify Expert**

September 2017

- Launched experimental e-commerce brand that generated \$2,500+ in daily revenue with 75% gross profit and 20% net
- Designed and optimized website with pay-per-click advertisements to achieve 14% conversion rate, compared to 1-2% industry average

## SPEAKING EVENTS AND AWARDS

**Speaking Events:** University of Pennsylvania State of the University with President Amy Gutmann; The Wharton School; keynote at Yale Young Global Scholars; Ross School of Business; Puerto Rico's Cenas Empresariales

**Awards:** Forbes Under 30 Scholar; Inc. Magazine's Top 16 College Startups in America; CNBC's Top 5 College Startups; Wharton Innovation Fund Grant (awarded twice); PennApps Accelerator Grant

## SKILLS AND INTEREST

**Skills:** Proficient in HTML, SCSS and jQuery; familiar with JavaScript, R, econometric models, Photoshop, Illustrator, Figma; public speaking; fluent in Spanish; public relations

**Interests:** Entrepreneurship, e-commerce, web and product design, typography, mathematics, cryptocurrency trends, freestyle rapping, Argentine soccer