

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