

FERNANDO ROJO

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EDUCATION

University of Pennsylvania, Philadelphia, PA

Candidate for Bachelor of Arts in Economics

May 2019

Minor: Mathematics

- Coursework: Implementation of Business Ventures (MBA course, received top score), Entrepreneurship, Advanced Linear Algebra, Calculus IV, Econometrics, Macro-Modeling

Community High School, Ann Arbor, MI

June 2014

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

BUSINESS EXPERIENCE

Exchangify, San Francisco, CA; *CEO & Front-End Developer*

May 2018 – September 2018

- Developed front-end for Exchangify, a platform that lets users buy and sell 50+ cryptocurrencies at the best price
- Secured \$50k in seed capital commitments and \$15k in deferred fees from top-2 law firm
- Used HTML, SCSS, JavaScript, Flask Python framework; published at www.exchangify.com

Freelance developer, Philadelphia, PA

July 2016 – September 2018

- Grew web design and SEO firm from \$500 to \$15k in monthly revenue

PATOS Shoes, Lima, Peru; *CEO & Creative Director*

January 2016 – May 2018

- Bootstrapped e-commerce brand from idea to selling 3,000+ units to 1,600+ customers in 15 countries
- Generated \$60,255 in revenue in 30 days from 770 customers on Kickstarter to launch company
- Featured in Forbes, NBC News, Business Insider, Huffington Post, Refinery29, CNBC, BuzzFeed, Inc.
- Created brand partnership with J.Crew to sell PATOS at in-store pop-up shops
- Established supply chain linking 12 local artisans in Peruvian villages with fulfillment center in New York

TECHINICAL PROJECTS

Basement Social Networking App

October 2018

- Built front- and back-end for Basement, a social networking app that limits users to 20 friends
- Used React Native, Redux for iOS app and Node.js WebSockets for real-time posting and online status features

PrettyCoin (www.prettyco.in)

December 2017 – February 2018

- Developed PrettyCoin, a real-time cryptocurrency price tracker using HTML, SCSS, and JavaScript
- Featured on Nasdaq.com and Hackernoon.com

Shopify Expert Challenge

September 2017

- Generated \$4,000+ in daily revenue with 76% gross profit and 21% net profit for experimental e-commerce store
- Optimized website to reach 14% conversion rate from PPC advertisements, compared to 2% industry average

Pantry (nandorojo.github.io/pantry)

August 2017

- Developed Pantry, a website that provides smart food recipes using HTML, SCSS, and JavaScript

AWARDS AND SPEAKING EVENTS

Awards: 2nd place for Penn's \$200k President's Innovation Prize; Wharton Innovation Fund Grant (awarded thrice, \$7k); PennApps Accelerator (\$1k); Forbes Under 30 Scholar; Inc. Magazine's Top College Startups in America

Speaking Events: State of the University with President Amy Gutmann at the University of Pennsylvania; Yale Young Global Scholars keynote; Ross School of Business keynote; The Wharton School; San Juan Entrepreneurship Summit

SKILLS AND INTERESTS

Skills: Fluent in Spanish, product design, public speaking, public relations, UX optimization

Languages: Proficient in JavaScript, React Native, HTML, CSS; familiar with Python, R

Technologies: Node.js, Redux, jQuery, Flask, Sass/SCSS, Shopify Liquid, Jinja | Photoshop, Illustrator, Sketch, Framer

Interests: Entrepreneurship, web & app design, e-commerce, typography, advertising copy, growth hacking, cryptocurrencies, politics, Michigan football, Argentine soccer, freestyle rapping