





Nicholas Hom

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experience

Profitable Good Group | consulting associate | santa monica, ca | sep 19 – present

Advised VC-backed biotech R&D company on brand strategy and prevention of trademark infringements
Led resarch team to extract IP value from patents to improve product appeal to over 15 more profitable markets
Communicated with vendors, drafted RFPs, and negotiated contracts for acquiring graphic design contractors

The Giving Spirit | nonprofit development intern | santa monica, ca | sep 19 – present

Collaborated with founder to address strategic messaging and to create information deck for potential investors
Spearheaded the creation of a five-year strategic plan used in the acquisition of two grants totaling over \$50,000
Improved social media impressions 17% by establishing content strategy and implementing Hootsuite to plan posts

Zenfolio | marketing insights intern | menlo park, ca | jun 19 – sep 19

Collaborated with CMO to produce a board-level performance analysis, initiating development on new features
Automated the collection and backloggin of over 30 device-specific KPIs by assembling Tableau dashboards
Executed analysis on website builder landscape and 7 competitors to reinforce product development rationale
Generated over 1.4MM leads for GTM strategy by writing script connected to Yelp, Facebook, and Google Places APIs

Visual Fanatic | founding member | san francisco, ca | nov 16 – aug 17

Produced over 240 infographics on stats from professional sports to increase market presence and attract sponsors
Initiated 3-person affiliate team, analyzed market, financials, and negotiated partnership with Original Grain Watches
Strategized design of logo and branding materials used on products, Instagram, website, and weekly newsletters

Creative Labs | product designer | los angeles, ca | jan 20 – present

Led product design workflow of a flow meter used in water conservation efforts through UCLA residential spaces
Effectively managed \$150 budget for ten-member team, allowing the creation of 7 products over 6 weeks
Designed UI for student web portal using the Adobe Creative Suite for mock-ups and React for the final product

UConsulting | analyst & webmaster | los angeles, ca | apr 19 – present

Generated demographic-based research report and pricing strategy to enable market entry for a healthcare startup
Developed client relationships in the Menlo Park area and synthesized pitch book to improve clarity of club services
Rebuilt website using HTML/CSS, lowering bounce rate by 9% and increasing club application submissions by 13%

Delta Sigma Pi Business Fraternity | director of marketing | los angeles, ca | oct 18 – present

Partnered with Northwestern Mutual to hold a campus-wide workshop and info session attended by 120+ students
Pitched a mock business plan of an original product, including its operating budget and forcasted financials
Instituted system to keep 60+ members accountable for marketing efforts, leading to a 16% increase in rush turnout

UCLA Club Golf | social chair | los angeles, ca | oct 18 – present

Competed in 5 tournaments against teams from the Southwest Region; placed 3rd at the Winter 2018 tournament
Raised over \$800 through developed partnerships with on-campus restaurants to cover travel and lodging expenses
Coordinated groups and managed green fees of 10 team members to play rounds outside of club-sponsored events

education

UCLA | expected 2022

B.A. Economics
Digital Humanities
& Entrepreneurship
GPA: 3.61
ACT: 34

honors and awards

UCLA College Honors Program
Dean's List
Bruin Development Academy
UPS Strategy Case Comp (2nd)

skills

Tableau
Microsoft Office
R
SQL
Adobe Creative Suite
HTML/CSS/JS
C++

passions

Playing golf with friends
Rooting for the SF Giants
Reading Michael Lewis books
Winning in fantasy football
Designing cool logos
Learning the acoustic guitar
Listening to Maroon 5
Watching British panel shows
Driving Herbie the Love Bug