

NICHOLAS HOM

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EDUCATION

University of California, Los Angeles

Los Angeles, CA

B.A. Economics & B.S. Cognitive Science, Concentration in Computing

Expected Jun 2022

- Academics: Cumulative GPA: 3.7/4.0, ACT: 34, UCLA College Honors Program
- Awards: Dean's List, Bruin Development Academy: Consulting, 2nd place – UPS Market Strategy Case Competition
- Relevant Coursework: Macro & Microeconomic Theory, Conservational Consumer Behavior, Calculus, Statistics/R, C++, Logic

WORK EXPERIENCE

Profitable Good Group

Santa Monica, CA

Associate Consultant

Sep 2019 – Feb 2020

- Prepared 25-slide strategic deck for a biotech R&D company on branding and the realization of corporate shared value strategies
- Led research team to extract IP value from registered patents to improve product appeal to over 15 more profitable industries
- Managed a team of 4 interns by coordinating with the managing director to delegate project duties and assign administrative tasks

The Giving Spirit

Santa Monica, CA

Nonprofit Development Intern

Sep 2019 – Feb 2020

- Spearheaded the creation of a five-year strategic and financial plan used in the acquisition of two grants totaling over \$50,000
- Collaborated with nonprofit founder to address strategic messaging and to create an informational deck for potential investors
- Increased social media impressions 17% by establishing content strategy and implementing Hootsuite to plan posts over 3 months

Zenfolio

Menlo Park, CA

Marketing Insights Intern

Jun 2019 – Sep 2019

- Stimulated development on mobile features through the delivery of a board-level report targeting cross-device functionality through proprietary data collected from Google Analytics, 13 virtual focus groups, A/B testing, and competitor analyses
- Automated the collection and historical backlogging of over 30 device-specific KPIs by assembling dynamic Tableau dashboards
- Generated over 1.4M leads to streamline GTM strategy by writing script connected to Yelp, Facebook, and Google Places APIs

Airway Clinical Research Center at UCSF

San Francisco, CA

Research Assistant

Jun 2018 – Sep 2018

- Directed research on hospital floorplan utilization; constructed strategy deck to successfully expand ACRC laboratory spaces
- Entered and audited data from current and past studies into REDCap database from Excel spreadsheets and medical records
- Analyzed 10,000-entry spreadsheet of sputum samples for testing viability, pulled over 1000 vials from liquid nitrogen tanks

Visual Fanatic

San Francisco, CA

Founding Member

Nov 2016 – Aug 2017

- Produced over 240 infographics on statistics from the MLB, NFL, and NBA to increase market presence and attract sponsors
- Initiated 3-person affiliate group, analyzed market position, financials, and negotiated partnership with Original Grain Watches
- Strategized and managed design of logo and branding materials used on products, Instagram, website, and weekly newsletters

LEADERSHIP & ACTIVITIES

UConsulting

Los Angeles, CA

Analyst, Webmaster, Student Events Committee

Apr 2019 – Present

- Generated a demographic-based research report to enable market entry for a healthcare startup aimed at young professionals
- Underwent a 7-week training session and learned the fundamentals in approaching strategic cases and analyzing large datasets
- Redesigned all club branding materials and developed website (uconsulting.club) using WordPress, JavaScript, HTML, and CSS

International Business Fraternity of Delta Sigma Pi

Los Angeles, CA

Director of Marketing

Oct 2018 – Present

- Created marketing strategy for Winter 2020 recruitment, achieving the highest recruitment attendance in two years (100+ attendees)
- Directed partnership with Northwestern Mutual and marketing of a financial workshop and info session attended by 120+ students
- Developed and pitched a mock business plan of an original product, including its operating budget and forecasted financials

Creative Labs

Los Angeles, CA

Product Designer

Jan 2020 – Present

- Led product design workflow of a digital flow meter used in water conservation efforts throughout UCLA residential buildings
- Effectively managed an \$80 budget for a ten-member team, allowing the production of 7 experimental products over 6 weeks
- Designed user interface for web portal using the Adobe Creative Suite for initial mock-ups, and ReactJS for the final product

UCLA Club Golf

Los Angeles, CA

Vice President

Oct 2018 – Present

- Competed in 6 tournaments against local teams from the Southwest Region; placed 3rd at the NCCGA Winter 2018 tournament
- Raised over \$800 through developed partnerships with on-campus restaurants to cover tournament travel and lodging expenses
- Coordinated groups and managed green fees of 10 team members to practice and play rounds outside of club-sponsored events

SKILLS & INTERESTS

Skills: Tableau, Excel (Index Match, Basic VBA), PowerPoint, Proficient in R, Proficient in SQL, Basic JS, Basic C++, Google Analytics, French

Interests: San Francisco Giants, Michael Lewis, Graphic Design, Bon Appetit, Night Hikes, PC Gaming, British Panel Shows, Herbie the Love Bug