

Eliot D. Sun



Education

University of California, Berkeley

B.A. Mathematics, B.A. Economics

Minors in Chinese, Latin, Management of Engineering and Innovation

Cumulative / Major GPA: 3.5/3.7

December 2010

SAT Math/Verbal: 800/750

Experience

Co-Founder | simplynk

10/2010 – Present

- Collaborated in building a recommender algorithm that matches people to people based on profile info
- Identified user functionalities through market research, surveys, and user testing in various formats
- Communicated product requirements and prioritized features in a development schedule
- Frameworked user experience flows, and designed the user interface for both web and mobile applications

Associate Product Manager, Student | Research In Motion

9/2010 – 1/2011

- Produced a market requirements document with features and use cases for a new BlackBerry service
- Constructed businesses cases for products by studying value chains, competitors, and shareholder impact
- Forecasted product impact on user acquisition and revenues by analyzing the competitive landscape

Business Operations Associate, Student | Research In Motion

5/2010 – 9/2010

- Observed mobile behavior in China, and studied vendor distribution and marketing strategies
- Developed a case for RIM's expansion into China's market and delivered an execution plan to VPs
- Correlated BlackBerry functionalities to bottom line growth by statistically analyzing carrier relay data

Corporate Product Marketing Manager, Student | CBS Interactive

11/2009 – 2/2010

- Studied consumer behavior to build ad products, which were tested on the CBS content network
- Proposed ad innovations, researched market needs, and analyzed customer requirements
- Developed product packages and created pricing models in response to RFP requests of up to \$1.5 million

Consumer Product Manager, Student | Check Point Software Technologies

4/2009 – 9/2009

- Analyzed security software products, the market, and competitors to develop a go-to-market strategy
- Defined product requirements for the target market and marketing strategies to increase user base
- Created a model to predict return on investment for a \$17 million, nation-wide campaign

Leadership and Activities

Vice President, Pledge Director | Beta Alpha Psi, National Honors Business Fraternity

1/2008 – 12/2010

Media Planning Coordinator | imagiCal, American Advertising Federation

9/2009 – 6/2010

Project Leader | The Berkeley Group, Non-profit Consulting

9/2007 – 2/2009

President, Captain | Cal Dragon Boat Team

9/2006 – 12/2008

Skills, Interests, and Awards

Skills: framework (Visio, OmniGraffle), mockups (HTML/CSS, Photoshop, Balsamiq), product dev/strat

Interests: Piano, sports, cycling, martial arts, photography, mobile technology, travel/cultural experiences

Awards: United States Department of Education Presidential Scholar

University of California, Berkeley Regents' and Chancellor's Scholar

1st Place Accenture Business Strategy Case Competition

1st Place Check Point Software Technologies Product Management Case Competition

2nd Place Cisco-Deloitte E-Business Product Marketing Case Competition