

VINCENT SUN

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WORK EXPERIENCE

WILDFIRE TECHNOLOGIES | San Francisco, CA

Jan. 2018 – Apr. 2019

Growth Manager

- ◆ Sourced content at 32 colleges, composed marketing copies, and designed email and Instagram experiments, increasing install rate by 6x
- ◆ Optimized onboarding funnels by acquisition channel which decreased new user churn by 30% and increased W1 retention by 15%
- ◆ Drove 25% MoM active user growth by launching 80+ experiments across in-product, desktop, mobile, email, SMS, and community
- ◆ Launched key features like new user onboarding, search, navigation redesign, content moderation, user rewards, and direct messaging
- ◆ Managed goal-setting, metrics, forecasting, product strategy, roadmap, and prioritization by owning reporting pipeline and dashboards
- ◆ Conducted online and on-site user research for marketing localization, user funnel and experiment analysis, and new user flow feedback

THE HOUSE FUND | San Francisco, CA

Oct. 2016 – Nov. 2017

Venture Capital Associate

- ◆ Invested in Wanderjaunt's Seed round with deal experience in exits: tbh (Facebook), Distributed Systems (Coinbase), and Asaii (Apple)
- ◆ Built an alumni database of domain experts which increased diligence support by 2x, portfolio sales by 25%, and leads in pipeline by 4x
- ◆ Developed the investment playbook for sourcing, management, diligence, and data logging, improving data process efficiency by 75%
- ◆ Assisted GP and LPs in projects including memos, fundraising, events, hiring, managing analysts and interns, and deep industry analysis

PROPEL VENTURE PARTNERS | San Francisco, CA

May 2016 – Sep. 2016

Venture Capital Summer Analyst

- ◆ Performed due diligence and presented findings to partners on notable investments including Brave Software, Civic, Hippo, and Hixme
- ◆ Analyzed company financials, identified key operating metrics, and determined risks and cost drivers for 60+ Seed and Series A deals
- ◆ Provided weekly meeting reports with insights on deal sourcing channels and stage progression, increasing outbound volume by 25%
- ◆ Formulated thesis-driven investment strategies and reports for partners on Lending, Payments, Blockchain, Bots, Insurance, and PACE

POLYMYR | Berkeley, CA

Feb. 2016 – Apr. 2017

Co-founder and CEO

- ◆ Launched a tech gadget marketplace to help clients sell and get feedback on their early prototypes, grossing over \$52,000 in 4 months
- ◆ Grew a hardware startup community to 1,300 members which in 1 week generated 2,500 sign-ups and 120 product listing applications
- ◆ Organized 2 UC Berkeley hardware conferences which attracted 1,600+ attendees, 8,000 sign-ups and 500 product listing applications
- ◆ Produced 4,500 product feedback submissions that helped clients anticipate pricing, marketing, packaging, and customer support issues

SEEDCHANGE CAPITAL PARTNERS | San Francisco, CA

Sep. 2015 – Jan. 2016

Venture Capital Analyst Intern

- ◆ Supported 7 angel syndicates in due diligence operations for ~20 Seed and Series A startups from The Vault which raised \$5,000,000+
- ◆ Facilitated Startup Next San Francisco, a Techstars pre-accelerator program, by helping source and evaluate 34 UC Berkeley startups
- ◆ Prepared reports such as competitive landscapes, executive summaries, and pitch decks for fintech, hardware, and marketplace startups

MASSDROP | San Francisco, CA

Jul. 2015 – Aug. 2015

Sales Intern, Growth

- ◆ Integrated 142 SMB Writing retailers and distributors with Massdrop's Vendor Portal system, generating more than \$50,000 in revenue
- ◆ Optimized Salesforce CRM with the qualification of over 1,000 leads, increasing new vendor acquisition and inventory commitments by 4x
- ◆ Forecasted over 20 new product categories and custom collaborations to expand into through revenue, brand, and demographic analysis

ALIBABA GROUP | Beijing, China

Jun. 2014 – Aug. 2014

Marketing Intern, AliResearch

- ◆ Published 71 articles on topics including academic research and data science for AliResearch.com which grew MoM page views by 12%
- ◆ Facilitated the first "Chinese Provincial Economy and E-Commerce Forum," engaging with ~500 government officials and researchers
- ◆ Provided UX feedback and UI designs to Editor-in-chief for 12 publications including the "AliCaseFactory" and "AliBusiness Review"

SKILLS AND INTERESTS

- ◆ **Skills:** Mobile User Acquisition, Email & Landing Page Design, Usability Testing, Surveying, SQL, Wireframing, A/B Testing, Excel
- ◆ **Interests:** Songwriting, Playlisting, Cooking, Gaming, Anime, Hardware, Healthcare, Food & Agriculture, Waste Management, Finance Tech

EDUCATION

UNIVERSITY OF CALIFORNIA, BERKELEY | Berkeley, CA

B.A. Cognitive Science | College of Letters and Science

Relevant Coursework: Human-Centered Design | Structure and Interpretation of Computer Programs | Computational Modeling