

# Jake Gordon

4715 Caritina Drive  
Tarzana, CA 91356

Cell: 818-922-5751  
Jakenathanielgordon@gmail.com

## Education

**Bachelor of Arts: Muhlenberg College, Allentown PA: May 2018**

**Business Administration with Management Concentration** Minor in Political Science

GPA: 3.7 Dean's List: All 7 Semesters Fall 2014- Fall 2018

2018 Honors Business Thesis Candidate

## Work Experience

**Venture Capital Analyst at Viola Growth: Tel Aviv, Israel- Summer 2017**

- Completed thorough due diligence of potential investments for largest private equity firm in Israel, with \$2.5B Assets Under Management (AUM).
- Evaluated and analyzed the financial model and business potential of the investment via Microsoft Excel, in addition to technology and product analysis, competitive landscaping, and team assessment.
- Developed a go-to-market strategy consulting report for one of the largest Viola portfolio companies, GlassesUSA, and presented recommendations to the COO of the company.
- Wrote and presented two formal market analysis reports on The Internet of Things (IoT) and E-Commerce for Viola executive investment team, and was the first intern to ever publish a blog post for the Viola site (viola-notes.com).

**Co-Founder and CEO of DressedGPS, LLC: February 2016- Present**

- Founder of unique student-to-student dress rental service marketplace on college campuses, allows women to rent and sell dresses to each other through online website.
- Won the Muhlenberg Innovation and Entrepreneurship Challenge for 'Best Business and Audience Favorite' to secure cash+incentive prize and build an effective product in summer 2016.
- Developed website dressedgps.com and increased sign ups by students on the platform by 90% month to month since Fall 2016 Launch. 500 + online transactions 700 active + users at Muhlenberg, currently with presence on 4 college campuses.

**Analytical Finance Research Assistant: August 2017-Present**

- Assists Professor Yariv Fadlon, PHD with research on race and gender differences in the wage returns to promotions.

**Finance Analyst/ Assistant for Los Angeles County Supervisor Candidate: June 2015-August 2015**

- Optimized volume of donations and raised capital, specifically assisted with raising 700k total in the campaign and personally collecting 40k+ funding at events attended.

## Leadership Experience

**Residential Advisor: Muhlenberg College August 2016- May 2017**

- Responsible for the social, academic, and physical well-being/ development of 40 freshman male students in dorms.
- Lived with and mentored residents while managing budget and organizing weekly meetings, hall programs and more.

**Philanthropy Chair for Alpha Tau Omega 'National Leadership Fraternity' October 2016- October 2017.**

- Directly planned and organized 8 events that raised over 20k for charitable foundations while representing and guiding the leadership fraternity in all matters related to philanthropy.

**Muhlenberg Academic Judicial Board Member: September 2016- May 2017**

- One of four students that were selected for the board that oversaw all violations in the Academic Integrity Code (AIC).

**Political Science Internship 'Mentor' with (CAMP): William Allen High School. January 2016- May 2017**

- Selected for elite program to assist under privileged students at the local Allentown HS with college admission process.

## Awards and Recognition

**Paul White Business Award: Muhlenberg College Honors Convocation April 2017:** Award and scholarship for 'Most outstanding student in the field of Business at Muhlenberg College for the Academic Year.'

**Muhlenberg Collegiate Wrestling 2014-Present:** Varsity Captain 'Most Outstanding Wrestler Award' (MVP) ' Award: 2015-16, Centennial Conference Academic and Athletic All-Conference Team 2015-16, 2016-17. Current Record Holder in Tech Falls.

**Academic Excellence Award and Scholarship :** Substantial annual merit scholarship for high academic performance at Muhlenberg.

**Keynote Speaker April 2017:** Lifetime Giving Society Banquet for most generous Alumni and College Board of Trustees.

**Personal:** Always seeking an adventure or opportunity to see the world. Exercise, outdoors, and great food enthusiast (Italian preferably). Passionate about all things related to business and big ideas. Natural people person, team member, and leader.