

Example Student

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High School Education

High School Performance and Standardized Test Scores (August 2010-Present)

School: Westwood High School
Graduation Expected: June 2014
Weighted GPA: 4.00
Class Percentile: ~ Top 10%
Graduating Class Size: 232
October SAT Score: 2070 (640 Critical Reading, 650 Math, 780 Writing)
December SAT Score: TBD

Online Affiliate Marketing Business

Creation, Promotion, and Brokerage of eCommerce Assets (March 2011-June 2013)

- Developing B2C web marketing campaigns via the CMS and blogging platform WordPress
- Made \$40,000 from multiple streams of online income
- Estimated 250,000 unique web-visitors from multiple sites ranking for competitive search terms
- Transacting web properties through TSS Brokerage and Flippa (subsidiary of SitePoint Group)
- SEO websites for healthier user experience and higher search engine rankings
- Manager of part time article writing, guest post contacting, and web graphics teams
- Google Analytics management to measure real-time user behavior

Business, Affiliate, and Associate Partnerships (March 2011-June 2013)

- Associate at Amazon's affiliate program (before discontinuation of California associates)
- Affiliate publisher for Google's AdSense network, AsSeenOnPC network, DTM Partners, ClickBank, MarketHealth, Squidoo, and MaxBounty CPA network
- Developed various business connections with people from across industries

Acquiring, Managing, and Selling Domain Names (March 2011-Present)

- Bought and managed around 40 various domain names
- Acquired IndoBalanceBoard.com domain for affiliate website; was contacted by lawyers from Indo Board Balance Trainer; domain had apparently been fought over by two opposing corporations and dropped (when I coincidentally picked it up); practicing good business ethics I handed it over; pleased with my cooperativity, the CEO sent me \$250 worth of free apparel and boards
- Data mining through RegisterCompass for valuable expired or expiring domains
- Bid, competed, and won various domain auctions on GoDaddy, SnapNames, and NameJet
- Sold multiple aged DMOZ listed domains that I snapped up and sold for hundreds of dollars

Web Development and SEO Education at Marin Web Design (March 2011-June 2013)

- Spent long hours after school conversing and working with the CEO Floyd Mitchell and team at Marin Web Design, a multi-million dollar web marketing firm in Marin County
- Learned fundamentals in domaining, customer service, web development, SEO, and industry

Volunteer and Paid Internship at Ecodads

"Wings of Life" Disney Movie Promotion (April 2013)

- Assisted in designing the sales page, sales funnel, and affiliate program for Disney's newest movie "Wings of Life" (\$2.5 million film budget, narrated by Meryl Streep), which illustrates

the crisis facing today's bees and how these problems will cause an ecological disaster if not addressed.

- Operated Ecodads' social media campaign and its accounts with 70k Twitter followers and 50k Facebook fans to raise promotion for a pollination webinar that received over 130 attendees.

Kickstarter for Environmental Education iBook App (2013)

- Served as Community of Engagement Director for Kickstarter campaign that crowdfunded \$21,000 from 78 backers in support of the creation of multi-media iBooks for California EPA's Educational and Environmental Initiative Curriculum (EEI)
- Edited and helped design final-stage units "66c" and "66b" after learning iBooks Author
- Designed and implemented a multi-media glossary feature. For example: if a child came across a word or concept they didn't know like "solar power", they could click on the word and a contextual definition would pop up along with a supplementary picture of a solar panel.

Head of Grant Department for iBooks (present - 2014)

- Starting second semester Senior year, I'll be the head of the Ecodads Grant Department, handling a few dozen six-figure sponsorships and grants from companies and entities that want to be a part of spreading environmental literacy across the state of California
- Will be on commission earning 50% of the net income

The Story of Climate Change iBook Development (Dec 2013-Present)

- Currently working on an iBook for Earth Day Network (behind April 22nd's "Earth Day") called "The Story of Climate Change"; Extreme Ice Survey (behind new glacier melting time-lapse film) is also a sponsor
- This interactive and multimedia iBook will be read by hundreds-of-thousands of people to teach them about climate change
- Responsible for assisting in creation and finding multimedia to use that's under creative commons

Independent Science Research on Tablets in Education (August 2013-Present)

- Studying the effects of using tablet and technological based learning in the Californian educational system by researching 230 freshman and sophomores in high school with iPads
- Figuring out economic implications of adopting iPads; worked with administrators to gain access to upfront purchase costs and the financials for maintaining such a large network
- Conducting market research by interviewing 9th and 10th graders on their personal educational experiences with and without tablets

Intern at Guerilla PR

Interned at Guerilla PR Under CEO Michael Leifer (August 2013-May 2014)

- Worked with Guerilla PR, a guerilla marketing firm that specializes in social commerce, building markets, and facilitating cross-sector cultural movements
- Educated CEO and team with my specialized knowledge in SEO and internet marketing, and was exposed to high-level marketing campaigns in the technology sector

Marketing Strategy for Mobile Video Editing App Givit (January 2013-March 2013)

- With my discriminating eye for perfect pixel-placement, I was in charge of finding mobile and web user interface problems.
- Created a Word document titled "18 Design Changes for Givit" that was emailed to Givit CEO, Greg Kostello (behind MP3.com, Netscape)
- In one of the Givit updates some of my recommendations were implemented, to accommodate the already 1.5 million users, and to encourage further social growth and interactivity
- Researched similar video-based social networks such as Keek and Vine, and created 3-page Word document on why their user experience was superior to Givit's

Developing Effective Web Marketing Strategies for Clients (February 2013-Present)

- Provided comprehensive offpage and onpage SEO reports for Guerilla PR clients
- Held Skype sessions for clientele on how they can personally build their online presence
- Responsible for handling in-depth email support for when clients had questions

Leadership and Community

Youth Commissioner on San Anselmo Quality of Life Commission (June 2012-Present)

- Elected to be the youth commissioner for San Anselmo's QOLC out of numerous other competitive high school applicants
- Commission was established by the town of San Anselmo to be an advisor for the board on pressing local issues, as well as to encourage residents and businesses to become more sustainable
- Helped run the QOLC booth at Country Fair Day; ran children's recycling game to teach schoolchildren what is and what is not recyclable
- Established partnership with Renew Computers to promote their green computer recycle and repair program
- Found two high-tech electric cars and convinced the owners to drive the vehicles in the town parade streaming QOLC banners

Outside Work and School

Water Sports and Outdoor Activities (Middle School-Present)

- Learned how to read swell, tide, wind, and other meteorological charts in 7th grade to know when the surf would be optimum for a dozen different northern California locales
- Taught friends to surf; they bought boards and have ever since been in love with the water - even moving to colleges in southern California because of surfing
- 70,000 video views on YouTube of surf videos I produced
- Competed in West Coast Championship of Skimboarding in Laguna Beach, California
- Won 2nd place in the Senseless Skimfest in Santa Cruz in ages (16-18)

JV High School Soccer and Club Fútbol Teams (2010-2011)

- Played since 3 years old
- Midfielder on Drake High School JV soccer team frosh and sophomore year
- Badly sprained ankle early sophomore year; couldn't properly recover; quit, and started an Internet business
- Played on Central Marin Fútbol Club traveling across the state for tournaments on weekends
- Club futsal team