

Parham Rakhshanfar

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EDUCATION

University College London, *BSc Business Management & Information Technology*

London | Sep 2018 – Jun 2021

- Grade: 1st Class Expected (1st year: 76% – equivalent to 3.91 Cumulative GPA)
- Relevant Modules: Business Intelligence, Information Systems, Database Systems, Market/Industry Research, IT Project Management, Communication/Behaviour in Organisations, Accounting for Decision Makers, Business Analytics, Global Marketing Strategy.

Sentinel Secondary School, *Dogwood Diploma*

Vancouver | Sep 2016 – Jun 2018

- Relevant Modules: Mathematics, Pre-Calculus, Accounting, Information and Communications Technology, Law, History, Spanish.
- Graduated with Honours (Overall Grade: 96%)

PROFESSIONAL EXPERIENCE

Capital Pilot, *Business Development Associate*

London | Dec 2019 – Present

- Steered Project University — extensive BD project aiming to increase brand awareness, customer acquisition and partnerships.
- Formulated business case and outlined detailed project plan as well as partnership roadmap.
- Conducted interviews with startups in customer audience to further align Product Marketing & Offering in parallel with BD activities.

Young & Digital, *Partner*

Vancouver / London / Munich | Jul 2019 – Present

- Initiated strategy to disrupt venture capital through providing startups with marketing services in exchange for equity on target and investment succession, as research showed that startups spend a significant amount on digital marketing and user acquisition.
- Executed partnership with Engineering, Design and Manufacturing firm based in Shenzhen, Hong Kong and London to pursue marketing opportunities with various clients including Pi-top (Over 270,00 units sold) and Metronome (Servicing 800 farms).
- Developed strategy for re-purposing Metronome's UK-based IoT Energy Monitoring Solution for North American Market.
- Responsible for sourcing investments for several companies including Pramana Pharmaceuticals – currently in pre-clinical phase with a unique IP position enabling a potential IPO or licensing deal.

Airbnb, *Property Manager*

Vancouver | Jun 2018 – Present

- Generated more than \$175,000 in revenue over 1 year, and achieved 4.9+ overall rating.
- Assessed supply and demand in order to optimise listing price, resulting in 200% increase in bookings and 100% increase in views.

Caliber Data Labs, *Summer Intern*

Vancouver | Aug 2019 – Sep 2019

- AI Consulting Firm based in Vancouver and San Francisco mainly servicing clients in the Autonomous Vehicle (AV) Industry.
- Produced research reports regarding the Role of Data in the AV Value Chain, an unexplored domain in the AV industry.
- Researched and created a market map of the AV Industry consisting of 300+ companies to further enable strategic partnerships and client acquisition through providing a more comprehensive view of the industry.
- Participated in weekly sprint planning's, stand-up sessions and shared insights in strategy meetings regarding new product launch.
- Gained knowledge about Agile Project Management Methodologies using Jira (Agile Project Management Software Tool).

Peyk, *Business Development Associate*

London | May 2019 – Jul 2019

- Steered Business Development activities including B2B Customer Acquisition, Partnerships & Expansion.
- Articulated Business Development Strategies and established Partnership Roadmap by creating detailed processes and proposals.
- Increased average daily user sign ups from 30 to 105 and average daily orders from 80 to 150.
- Successfully initiated partnerships with companies such as By Rotation and House of Vapes which added 100s of orders.
- Established connections with Enterprise Estonia leading to partnership talks with a company forecasting 50k orders per annum.

POSITIONS OF RESPONSIBILITY

UCL Entrepreneurs, *Partnerships Director*

London | Apr 2019 – Present

- Largest (5000+ members) Entrepreneurs Society in the UK with over £40,000 equity-free capital invested in UCL Startups.
- Responsible for all Partnerships, Sponsorships, Outreach and managing a team of 4 Partnerships Executives.
- Strengthened the society's reputation through competing for and winning the NUE Awards for Best University Society in the UK.
- Attained sponsorship from KPMG, QuantumBlack, Goldman Sachs, Entrepreneur First, Amazon, Playfair Capital, amongst others.
- Raised £30,000 in funding through joint efforts with the UCL Guild (Alliance of 5 societies at UCL – including Entrepreneurs Society).

United Athletica, *Committee Member*

Vancouver | May 2018 – Sep 2018

- Organised weekly events focusing on mental health awareness for the homeless through interaction and providing meals/supplies.

LANGUAGES: English (Native), Farsi (Native) **TECHNICAL SKILLS:** Microsoft Office, Social Media, HTML, CSS, Java, Jira, SQL

ACTIVITIES: Top 3 at Barclays Financial Challenge, Top 3 at Hatch (Hackathon, Ministry of Justice), 1st at PwC AI Pitch Contest

CERTIFICATIONS: APM Project Fundamentals **INTERESTS:** Squash, Ski Racing, Drums, DJing, Calisthenics, Investing/Trading FX