

DANNY FREED

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Education

University of Michigan

Ann Arbor, MI

Stephen M. Ross School of Business, Emphasis on Entrepreneurship

Bachelor of Business Administration, May 2015

- Notable classes: Introduction to Strategy, New Product Innovation, Entrepreneurial Management, Complex Web Design (A+), Elementary Programming, Programming and Introductory Data Structures



Experience

Summer 2014

Lightbank LLC

Chicago, IL

Developer/Designer in Residence

- Sourced and analyzed deals for various early stage tech startups
- Built and designed an internal CRM tool that improves dealflow efficiency and helps combine data in one easy-to-use website
- Incubated an app idea (Companion), began designing and developing the app, and am now continuing to work on it post-internship

Summer 2014

eventUP Inc.

Chicago, IL

Frontend Developer

- Redesigned and implemented a new signup flow for venues within a large Python codebase, improving conversion rate and reducing dropoffs
- Used git and local testing tools to stay in sync with the development team

August 2014

Groupon

Chicago, IL

Gnome & Pages Team

- Selected by CEO to help build out a new product dubbed "Groupon 2.0" focused on the millions of local merchants who don't want to run a Groupon deal
- Drafted initial sales script and made over 100 cold calls to different local businesses to gather feedback and improve this script

2013 - Present

Gadole, LLC

Ann Arbor, MI

Co-Founder

- Brought over 10 apps and/or websites to market totaling over \$50,000 in revenue to date
- Wear multiple hats including designer, frontend developer, project manager and sales while working with clients from idea to post-launch

Summer 2013

Venture Investors

Ann Arbor, MI

Analyst

- Performed due diligence on various tech companies seeking investments totaling over \$1 million
- Worked directly with portfolio companies such as Nextt and UpTo to provide market research and competitive analysis and lay the groundwork for monetization by creating pricing models and analysis



Technical Skills

Proficient in the use of HTML5, CSS3, SASS, Less, Photoshop, Javascript, JQuery, Microsoft Office, PHP, MySQL, Adobe Illustrator, Sketch, AngularJS, Templating languages (Jekyll, Swig, etc.), C++, Git



Other Interests/Activities

- 4x IM Softball Champion, also a soccer, basketball raquetball and squash player
- Starred as an extra in multiple music videos, including roles such as a "ghost of an old Death Row Records intern"