

EDUCATION

Bentley University, Honors Program
Candidate for Bachelor of Science, '19
Major: Economics and Finance
Minor: Computer Information Systems
Achievements: Presidents List, Deans List

SKILLS

Technical: Ruby, Ruby on Rails, Java (AP 5),
JavaScript, React, Relational Database
Design, HTML, CSS, SQL
Academic: Bloomberg Terminal Market
Concepts Certification, SPSS Analysis,
SAS, R, Tableau, BI Analytics, Advanced
Excel Functions

CONTACT

Mail: 1817 S. Grant Street
Denver, CO 80210
Phone: (720) 227-2776
Email: mac@macconnolly.com
Web: macconnolly.com

LEADERSHIP**Bentley Venture Capital Fund****March 2016 - June 2018****Partner & Director of investments - *Elected-Board***

- Primary contact for founders of early stage companies, acted as a resource and advisor on strategy, business process and model, and general development of the company.
- Lead workshops for company founders teaching basic principles in capital sourcing and VC networking, product development, and startup operations management. Leveraged past experience to provide founders with meaningful insights and advice. Apply skills in bootstrapping, business development, strategic planning, and value proposition refinement to BVCF portfolio companies in daily operations

Bentley Microfinance Group**December 2015 - June 2018****Director of Internal Memory - *Elected-Board***

- Conceive, process, and assign projects related to marketing, outreach, and business intelligence to members of the internal memory team. Primarily responsible for managing team projects related to internal group roadmap
- Work closely with internal memory team to ensure timely and proper completion of tasks and assignments

WORK**Kantar Consulting - New York, NY****May 2018 - August 2018****Business Strategy Analyst**

- Analyzed past marketing and sales data for a \$1m+ project seeking to optimize a Fortune 500 client's marketing plan
- Provided economic market analysis search and data processing services for use in unique client reporting
- Created waterfall charts, opportunity fallout, and trend speculation to help the director and partner on the team in their analysis
- Presented the findings and recommendations of the project to the client's C-suite leaders including personally generated strategic recommendations related to packaged goods supply chain optimization strategies and new market entry potential
- Prioritized the brand and uplift opportunities for the client which resulted an increase in 14.5% of current brand equity

Agentless Real Estate - San Francisco, CA**January 2016 - January 2018****Co-Founder and CEO**

- Co-founded a real estate startup and worked to plan, market, and implement go-to-market strategy for a pre-release beta
- Responsible for recruiting, hiring, and managing full time marketing and development staff
- Secured pre-seed funding from investors and awarded an exclusive \$10,000 grant from NEU's Accelerator
- Selected as a top-1% startup finalist to interview with YCombinator in San Francisco
- Awarded the Spring '17 NEU SCOUT Design Studio contract - met weekly to co-work on the design, development, and polishing of the Agentless Brand Identity, User Interface, User Experience, and Beta

Colorado Mountain Resorts Investors Group**May 2015 - August 2016****Business Strategy and Financial Analysis Summer Intern**

- Performed strategic hospitality market analysis, generating weekly competitive reports to assess current market standing and quality of product value added
- Generated financial growth analysis reports, and performing feasibility analysis tasks pertaining to construction of a new properties
- Developed operating and expansion opportunities recommendations to grow YoY revenue by 4.45%
- Worked directly with the CEO to present financial and business strategy analysis results during mentorship meetings