

Gustav W. Hoiland

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Blog: GustavHoiland.com – Portfolio: UnimaginableAbundance.com

“Gus could possibly be the most social, energetic and hardworking employee we have had in our branch.”
-Sara Chrustowski, Operations Manager, Gexpro

QUICK SUMMARY

I sailed to Hong Kong on a container ship, explored Shanghai for a semester, leveraged social media to rapidly establish an international client base for the bike polo company I started in my dorm, blogged 650+ consecutive days about my photography, was invited to TA on an upcoming summer semester in Cuba, and have a combined **18 months of full-time office experience across retail e-commerce, B2B distribution and management consulting.**

EDUCATION

Northeastern University	Boston, MA
Candidate for Bachelor of Science in Business Administration	May 2012
Concentration: Entrepreneurship	GPA: 3.74
Semester Abroad: Shanghai University of Finance & Economics	September 2009 – December 2009
Teacher’s Assistant Abroad: Cuba, Documentary Photo Course	May 2012 – June 2012

WORK EXPERIENCE

Auctive, Inc – *Research Analyst Co-op* Boston, MA
Management consulting with a focus on growth strategies in the food and beverage industry July 2011 – December 2011

- Extracted insights from 120,000 lines of sales data with Excel to advise Fortune 100 company executives
- Traveled to key American cities to conduct primary market research to inform strategic recommendations
- Persuasively communicated business findings to client senior management in PowerPoint deliverables

Gexpro – *Inside Sales Co-op* Naperville, IL
Industrial B2B distributor providing American manufacturers with VMI services July 2010 – December 2010

- Compiled data from ERP and WMS software in Excel to keep co-workers updated on branch metrics
- Drove forklifts and worked the entire order fulfillment process, gaining extensive operations experience
- Filmed and edited the 1st place winner of the “Coolest-Co-op” video competition at Northeastern

Legit Bike Polo – *Sole Proprietor, Founder, VP of Marketing, Logistics Manager, Webmaster...* Boston, MA
The first company to ever supply the worldwide bike polo market with game essentials October 2007 – June 2009

- Established legitimacy by obtaining a sales tax license in Massachusetts and filing schedule-C taxes
- Produced instructional videos that reached a global audience with 90,000+ views on YouTube
- Designed, manufactured and sold niche sports equipment – supplied the entire London market with balls
 - Served as the primary organizer of the largest bike polo tournament in America, attracting 36 teams from 25 cities in North America for two days of highly competitive game play

The Simple Stores – *Assistant Entrepreneur Co-op* Boston, MA
Start-up niche e-commerce retailer with just four employees January 2009 – June 2009

- Helped with copywriting, customer service and other ad-hoc tasks during a period of high organic growth

COMPUTER SKILLS

Social media savvy, strong with internet research, extensive digital asset management knowledge, Mac & PC literate
Comfortable with Word and PowerPoint, well practiced with certain functions of Excel and Photoshop

FINAL THOUGHTS

A commitment to excellence underscores my approach to life – from my creative pursuits to my health, my work, my all