

Max Porrino

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EDUCATION

Baruch College, Zicklin School of Business | New York, NY | **Current Full-Time MBA Student** 05/26

- Focus: Product/Project Management

Miami University | Oxford, OH | **Emerging Business, Technology, and Design** | GPA: 3.66 05/22

- Participated in the Digital Innovation Program in Luxembourg and San Francisco

EXPERIENCE

1809 Capital | Oxford, OH (Remote) | **Venture Analyst** 01/22 – 05/24

- Promoted from Web/Social Media Intern within five months to Venture Analyst role.
- Tasked with mastering Coda to maximize its value at 1809, I developed internal tools that boosted workflow efficiency by 30%, including a CRM platform, deal flow pipeline, task tracker, event invite system, investment due diligence docs, and a social media content bank—integrating key processes and streamlining operations.
- Led CRM overhaul on Coda, migrating 3,000+ contacts to a centralized platform, reducing errors by 40% and improving team productivity by 25%.
- Contributed to \$500,000+ in startup investments by conducting detailed due diligence for six portfolio companies, including Coda, later acquired by Grammarly.
- Designed and executed a comprehensive social media strategy, growing LinkedIn followers by 2000% from 50 to over 1,000 and launching the fund's Instagram profile.
- Redesigned and launched 1809's website for a more user-friendly experience.
- Managed four student interns across due diligence, Coda app creation, marketing, website redesign, and branding events.

Fisher Innovation College@Elm | Oxford, OH (Remote) | **Web Designer & Social Media Marketing Manager** 08/23 – 05/24

- Designed and launched a website for Miami University's startup accelerator, providing a user-friendly platform for applicants.
- Created and implemented a social media strategy, increasing engagement by 50% during Winter 2024.

Red Brick Capital | Oxford, OH (Remote) | **Web Designer** 08/22 – 12/22

- Designed a professional logo and website for Miami University's student-led investment fund, enhancing its digital presence. Red Brick Capital is now the leading student-led investment fund at Miami University.

RoomMate | Luxembourg City, Luxembourg | **Design & Marketing Intern** 08/21 – 12/21

- Successfully launched RoomMate's TikTok presence, increasing engagement by 20% through targeted short-form video campaigns.
- Collaborated with cross-functional teams to design app interfaces and marketing collateral for user acquisition.
- Developed visual content for social media platforms, boosting Instagram and Facebook follower growth by 15%.

CERTIFICATIONS

Hootsuite

- Hootsuite Platform Certification | Social Media Marketing Certification

LinkedIn

- Email Marketing: Drip Campaigns | Learning Mailchimp | Managing Email Marketing Lists and Campaigns

SKILLS

Product Tools: Figma, Coda, Trello

Data & Analytics Tools: Alteryx, Tableau

Marketing & Social Media Platforms: Canva, Mailchimp, Hootsuite, Constant Contact

Web Development & Design: HTML, CSS, Wix, Squarespace

Programming and App Development: Swift, SwiftUI