

Jake Wall

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www.linkedin.com/in/jake-wall1

Education

Northeastern University, Boston
D'Amore-McKim School of Business
Master of Business Administration, Artificial Intelligence

Boston, MA
Expected Graduation: Summer 2027

University of Michigan, Ann Arbor
School of Kinesiology
Bachelor of Arts in Sport Management

Ann Arbor, MI
August 2022 - May 2026

Experience

AskSia (EdTech)
Growth & Strategy

Remote
June 2025 - March 2026

- Co-presented seed stage funding pitch to venture capital investors, articulating market opportunity, revenue model, financial projections, and growth strategy.
- Drove top of funnel growth by developing and executing targeted digital campaigns, contributing to 20% MoM growth and \$2M ARR
- Led outreach and relationship management with external agencies, evaluating partnership opportunities and helping negotiate a scalable distribution agreement to expand market penetration.
- Recruited, onboarded, and managed 5 interns, clearly communicating performance expectations and accountability standards in a results-driven environment.
- Built and maintained a performance tracking dashboard in Excel to monitor user acquisition, conversion rates, and subscription metrics, enabling data-driven strategy adjustments.

Wolverine Tax and Financial
Intern

Ann Arbor, MI
January 2026 - May 2026

- Conducted quantitative research to assess the correlation between tax and wealth management client acquisition, delivering actionable data insights that informed strategic business development decisions
- Designed and executed a client outreach initiative by developing a phone script to call and survey wealth management clients, uncovering that 60% originated as tax clients, validating a key pipeline hypothesis for the firm's new parent company
- Created and administered a survey measuring student-athlete financial literacy around NIL compensation and revenue sharing, identifying knowledge gaps to support targeted financial education efforts
- Initiated a cross functional collaboration with the university's NIL department to develop an informational panel connecting student athletes with tax professionals, translating survey findings into a tangible educational program

Student-Athlete, NCAA Division I Track & Field
University of Michigan & Northeastern University

Ann Arbor, MI / Boston, MA
August 2022 - Current

- Served as Team Captain for a 40+ person Big Ten Division I program, translating performance expectations into daily accountability while balancing a 20+ hour weekly training commitment with a full course load
- Achieved All-American Honorable Mention status and qualified for NCAA D1 Track and Field National Championship, benchmarking performance against the top competitors nationwide in a highly quantified, results driven sport. Additionally, qualified for the East Regional Championships 2 times, evidencing repeatable, high level performance in a competitive field where consistency is difficult to sustain
- Earned Big Ten All-Academic distinction 3 times, demonstrating the time management and prioritization needed to excel simultaneously in academics and elite athletics
- Honored with the Big Ten Outdoor Track and Field Sportsmanship Award ('26) for demonstrating integrity and composure in competitive, high pressure settings