

# DAVID SIMMONS

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## EDUCATION

### Santa Clara University

B.S. Commerce, Finance & B.S. Psychology

Santa Clara, CA  
Expected June 2029

- Activities: TEDxSantaClaraUniversity (President), SC Investment Fund (Analyst), Peer Advisor (Leavey School of Business), Mindset Scholars, Finance Club

### Adlai E. Stevenson High School

Graduated with Highest Honors

Lincolnshire, IL  
May 2025

- Leadership: FIRE (Director of External Affairs), Auto Club (Co-Founder & Director), Athletic Media Team (Co-Founder), Société Honoraire de Français (Director of Outreach), SHS-TV (Broadcasting & Social Media Manager), Freshman Mentor Program, Equity, Diversity & Inclusion Committee

## EXPERIENCE

### Santa Clara Investment Fund — Analyst, Healthcare Sector

Nov 2025 – Present

Six-figure endowment-backed student investment fund

Santa Clara, CA

- Selected as 1 of 17 analysts from 140+ applicants to manage healthcare sector coverage within a six-figure portfolio
- Conducted equity research and built financial models (DCF, comparable company, precedent transaction) to develop investment theses on publicly traded healthcare companies including pharmaceuticals, medical devices, and managed care
- Pitched data-driven stock recommendations weekly, integrating financial statement analysis, industry trends, and macro factors to assess risk-adjusted returns

### TEDxSantaClaraUniversity — President

Apr 2026 – Present

Independently licensed TEDx chapter at Santa Clara University

Santa Clara, CA

- Reactivated dormant TEDx chapter and rewrote organizational constitution and established three-tier governance structure with President overseeing two Vice Presidents and 6+ directing officers
- Lead recruitment, speaker curation, sponsorship outreach, and event production while standardizing officer onboarding and event-planning workflows for long-term continuity

### Santa Clara University Athletics — Marketing Staff

Sep 2025 – Present

Gameday Marketing & Media/Photo/Video Departments

Santa Clara, CA

- Execute in-game marketing activations and fan engagement initiatives across Division I athletic events
- Capture photo and video content for social media distribution and athletic department promotional use

### Playfly Sports — Marketing Intern

Apr 2025 – Aug 2025

Sports Consultancy & Marketing Agency partnering with NCAA, PepsiCo, Gatorade, and professional sports teams

Chicago, IL

- Designed 12+ giveaway concepts for PepsiCo on-site activations at concert and food venues, increasing attendee engagement by an estimated 15%
- Analyzed 15+ industry-leading experiential marketing activations to identify innovative event opportunities and activation strategies for NCAA staff
- Monitored 2.5M+ social interactions across 80+ Gatorade partner posts on National Hydration Day, and identified engagement spikes driving 30% higher visibility for top-tier partnerships
- Synthesized real-time partner performance data to reassess effectiveness and probability of future Gatorade brand partnerships

### Paragon Marketing Group — Marketing Intern

Jul 2024 – Aug 2025

Sports Marketing Agency for Gatorade, ESPN, GEICO

Chicago, IL

- Supported event operations and product delivery for high-profile projects with 10,000+ attendees and budgets exceeding \$20K
- Reduced AV file retrieval time by 70% and recovered 12+ staff hours per week through workflow redesign and improved file management
- Proposed alternative activation strategies for clients including Gatorade, influencing future adoption of 9 new tactics that improved campaign effectiveness
- Provided photography and videography for Chipotle Nationals (basketball, IN), GEICO Nationals Bowl (football, NV), and IHSA State venues across track, football, soccer, and dance

### ESPN — Photographer & Videographer

Feb 2022 – Aug 2024

On-floor live event coverage, SportsCenter Next featured

Lincolnshire, IL

- Captured photo and video for nationally distributed high school broadcasts including the LaPorte Invitational & GEICO Nationals, and work featured across SportsCenter Next and major social platforms
- Generated 20,000+ impressions per event through real-time visuals spotlighting elite athletes and expanding exposure for high school programs

### Styling Photos — Founder & Principal Photographer

Jul 2021 – Present

Independent photography & videography practice

Lake Forest, IL

- Founded and operated professional practice specializing in sports, portraits, events, commercial brand-focused imagery and managed end-to-end client relationships including acquisition, pricing, and post-production

## TECHNICAL & ACADEMIC EXPERIENCE

### Wharton Global High School Investment Competition

Sep 2023 – Dec 2023

- Built portfolio strategy in team-based investment fund using live market simulations with emphasized risk management and diversification skills

### UCLA Precollege Summer Institute — ECON 4 (Economics)

Summer 2023

- Earned 4.0 GPA studying investments and economic strategies, conducted financial market analyses evaluating 4+ asset classes and portfolio scenarios
- Co-developed 3 team investment projects with simulated returns outperforming benchmarks by ~2% annually over 8-year market horizon

## VOLUNTEER EXPERIENCE

### Feed My Starving Children — Volunteer

Aug 2022 – Present

- Volunteered packing nutritionally-complete meals for distribution to malnourished children in 70+ countries and contributed to large-scale community packing events monthly

## HONORS & INTERESTS

- **Honors:** Communication Arts Award (Senior Awards Program), 2x Prominent Patriot Award (Top 1% of SHS), 1st Place SHS Hacks hackathon (1 of 400 students), National Community Service Award (1300+ hours), Société Honoraire de Français, National Honor Society
- **Interests:** Skiing, International Day Trips, Korean BBQ, Badminton, Squash, Pickle Connoisseur