

Evan Couch

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HIGHLIGHTS

- Grew company Book of Resell to \$20,000 in monthly subscriptions
- Passed SIE (Securities Industry Essentials) certification in December 2024
- Passed Life + Health Producer License July 2023 at Internship with Eagle Life
- Created ~\$48,000 P&L for renewable trading company OTC Flow internship

SUMMARY

I have an extensive e-commerce background and ample experience with administration and marketing with the genesis of subscription-based group named Book of Resell, a company recently valued at five million dollars. I also have thorough knowledge of the securities industry with the completion of SIE examination, and a recent focus on brokerage and renewable commodities at OTC Flow and Life Insurance industry at American Equity.

EDUCATION

Iowa State University, Ames, IA

Graduated December 2023

Ivy College of Business - Bachelor of Science

- Major: Management Information Systems | Fraternity: Phi Kappa Theta Social Chair

INTERSHIPS

Bastien Lalet, New York, NY

July 2025 – September 2025

Sales Trader at OTC Flow US

- Communicated with end users, producers, collectors, and trading desks in the UCO (Used Cooking Oil) and RIN markets to identify arbitrage opportunities and execute back-to-back trades to create ~48k P&L total
- Took a position as a broker for physical commodities, using phone, email, and ICE chat to efficiently communicate logistics for the transport of said commodities in the deal
- Leveraged CRM tools and lead generation to source new counterparties and uncover arbitrage opportunities in biofuels and waste-grease markets

Adam Christy, Des Moines, IA

May 2023 – August 2023

American Equity Subsidiary Eagle Life – Internal Wholesaler Intern

- Learned the inner workings of the annuity business, creating decks for inward-facing sales literature
- Phone calls with financial advisors prompting them to attend Continuing Education seminars and utilizing Salesforce to gather helpful opportunity data

David Hirsch, Barrington, IL

June 2020-May 2022

Special Fathers Network – Helping Fathers with Children with Special Needs Internship

- Podcast Production, Video Marketing, Social Media Management, Lead technical of SFN Dads Conference

WORK EXPERIENCE

Ben Gottfried, Denver, CO

February 2017 – August 2019

Co-Owner at Book of Resell

- Co-Created company vision, incorporating new vision into the company's marketing strategy, lead hiring and employee management, while managing the entire social presence of the company
- Maintained up-to-date knowledge of competing groups' pricing to sustain competitive advantage

Couch E-Commerce LLC / Fifty Two Percent Capital Corporation

January 2015-Present

- Software lead, design and project management (agile), Sale of limited products, including cars, collectibles, clothing. Year 2022 marked the first year of a 6-figure taxable income for the LLC alone
- Arbitrage of sports markets using automation software starting 2023, launched pseudo hedge fund strategy to bring in funding for September to December "equinox" profitability.

APPLICATIONS AND CERTIFICATIONS

- **(SIE)** Securities Industry Essentials passed December 2024
- **(Life + Health)** Iowa passed July 2023
- Microsoft Word, PowerPoint, Excel, Access, Outlook, Adobe Lightroom, Photoshop, Premiere Pro