noah underhill

Student, entrepreneur and trader

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SUMMARY

Finance student at Ohio State's Fisher College of Business and founder of The Trading Ark, a trading education and technology company. I build companies, websites, software and trading systems, and co-own Terova Solutions, which builds websites and automation for local practices.

EXPERIENCE

Founder & Co-Owner
May 2026 – Present

The Trading Ark · Columbus, OH

- Built a trading education and technology company from the ground up: brand, products, recurring-revenue model, customer experience and operations
- Launched products across futures education, proprietary indicators, automated trading strategies, crypto and options
- Teach members directly through daily live sessions, educational content and one-on-one trade reviews
- Run branding, marketing, sales, pricing, onboarding, retention and community across Whop, Discord and social media
- Recruit and onboard team members across trading, development, analysis, marketing and community, and set up partnerships and affiliates
- Designed and built the member platform: trade journal, course with knowledge checks, and an internal Team Hub

Co-founder & Co-Owner
Oct 2026 – Present

Terova Solutions · Columbus, OH

- Build websites and automation for healthcare practices: speed-to-lead follow-up, patient reminders and owner dashboards
- Projects include Elevate Human Performance (site, member and staff logins, weekly numbers report) and Beals Lawn Services (site with an instant quote tool)

Executive Shadow
Oct 2026

InfoSight · Manufacturing

- Shadowed the CEO and the VP of Sales, with a view of the company's internal systems and manufacturing processes
- Learned how the company is rolling out a company-wide CRM to strengthen client relationships and keep every team organized

Creative & Merchandise Lead
Oct 2024 – Jan 2026

Run With Christ · Nonprofit

- Ran every clothing merch drop for a year and a half, from design through manufacturing to launch
- Created Instagram graphics for the club's posts
- Built a pitch deck that helped secure six figures in funding for the nonprofit

General Manager
Oct 2022 – Apr 2025

Beals Lawn Services LLC · Columbus, OH

- Managed day-to-day operations and projects for a Columbus lawn care company, part-time while in school
- Promoted from Crew Lead (Mar 2022 – Oct 2022), where I led crews on-site and handled client relations
- Later designed and built the company's website

EDUCATION

The Ohio State University
2025 – 2027

Fisher College of Business · Finance

Columbus State Community College
2023 – 2025

Associate's degree, Business

SKILLS

Business	Leadership, team building, sales, negotiation, pricing, operations
Marketing	Branding, digital marketing, community management
Trading	NQ and ES futures, market structure, backtesting
Technical	Websites with logins, Pine Script, automation, Discord bots, GitHub, Cloudflare
Teaching	Live instruction, course design, mentorship