

# Gary W. McCart III

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## CAREER PROFILE

Baylor University student with expertise in entrepreneurship and corporate innovation, seeking a role in marketing or and finance. Proficient in crafting and executing creative marketing strategies, with a track record of problem-solving and driving growth in competitive markets.

## EDUCATION

**BAYLOR UNIVERSITY** – Waco, Texas

**Fall 2021 - Current**

### **Marketing, Entrepreneurship and Corporate Innovation Double Major**

*Expected Graduation: December 2024 GPA: 3.96 SAT: 1460*

- Presidential Scholarship
- Hankamer Scholar
- Dean's Academic Honor List: Fall 2021, Spring 2022, Fall 2022, Spring 2023, Fall 2023
- Relevant Coursework: Corporate Finance, New Venture Finance, Marketing Research, Consumer Behavior, Principles of Marketing, Managerial Accounting, Financial Accounting, Quantitative Business Analytics I and II, Economics, Management Information Systems (SAP)

## EXPERIENCE

**Koka Booth Amphitheater – *Barback*** - Cary, North Carolina

**May - August 2023**

- Efficiently managed inventory and restocked supplies to ensure smooth operations, demonstrating strong organizational skills and attention to detail.
- Provided exceptional customer service by promptly assisting bartenders and anticipating their needs, enhancing team collaboration and communication abilities.
- Implemented strategic upselling techniques to promote featured drinks and specials, contributing to revenue generation and sales growth initiatives.

**DoorDash – *Dasher*** - Waco, Texas and Raleigh, NC

**August 2021 - Current**

- Completed over 3000 deliveries with DoorDash, demonstrating exceptional reliability, flexibility, and commitment to service excellence.
- Maintained a stellar 4.9/5-star rating through consistent delivery of high-quality service and positive customer interactions.
- Demonstrated exceptional time management skills, and agility through navigating diverse delivery routes efficiently to achieve an on-time delivery rate of 97%.

**Corporate Finance Tutor – *Tutor*** - Baylor University

**January 2023 - Current**

- Provided guidance and support to students in corporate finance topics, including financial analysis, valuation, capital budgeting, and risk management demonstrating strong analytical skills.
- Conducted over 50 interactive learning sessions with 10+ finance students, resulting in increased student engagement and critical thinking skills development.
- Provided tailored tutoring sessions focusing on finance processes and financial statements to reinforce student understanding and mastery of core concepts.

**Desentify – *Owner and Founder***

**August 2021 - Current**

- Executed comprehensive market research to identify profitable niches and trends, demonstrating analytical skills and strategic decision-making capabilities.
- Implemented targeted marketing campaigns across various digital channels to drive traffic and increase conversions, showcasing proficiency in digital marketing strategies and tactics.
- Monitored key performance indicators (KPIs) such as conversion rates and customer acquisition costs to optimize advertising spend and maximize return on investment (ROI).

## Additional

Experience with SAP, PowerPoint, Word, Excel, Facebook Ads, Google AdWords, and TikTok Ads. Certified in Python and C++. I have business interests in finance, marketing, sales, eCommerce, copywriting, and real estate.