Gary W. McCart III

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EDUCATION

Baylor University   **Waco, Texas**
Bachelor's in Business Administration   *Graduated, December 2024*

- o **Concentrations:** Entrepreneurship & Corporate Innovation, Marketing
- o **Honors**: *2024 Marketing Student of the Year, Hankamer Scholar, Dean's List, Presidential Scholarship*
- o **GPA:** 3.97/4.00, **SAT:** 1460
- o **Related Baylor Coursework:** Quantitative Business Analytics I and II, Management Information Systems (SAP), Intro to Computer Science I with Lab, Tech Entrepreneurship, Calculus I and II
- o **Relevant Certifications:** https://gm3dev.com/certificates

EXPERIENCE

Desentify.com   **Remote**
Owner and Founder   *Aug 2021 – Dec 2024*

- Analyzed digital marketing performance using KPIs (conversion rates, CAC) to optimize ROI iteratively, demonstrating data-driven decision-making similar to software testing and iteration.
- Conducted market research and implemented A/B testing strategies to identify product-market fit, showcasing analytical thinking and experimentation.

Corporate Finance Tutor   **Waco, Texas**
Tutor   *Jan 2023 – May 2024*

- Tutored students in complex financial topics (valuation, capital budgeting, financial analysis), sharpening problem-solving and logic skills applicable to coding and debugging.
- Delivered over 50 one-on-one and small-group sessions, tailoring instruction and feedback to student needs—demonstrating strong communication and adaptability.

Koka Boothe Amphitheater   **Cary, NC**
Barback   *May 2023 – Aug 2023*

- Managed supply restocking and inventory flow in a high-volume environment, ensuring operational efficiency and attention to detail.
- Supported team communication by anticipating needs, reducing delays, and improving throughput during peak hours.

Doordash   **Waco, Texas, and Raleigh, NC**
Dasher   *August 2021 – Dec 2024*

- Completed 3,000+ deliveries with a 4.9/5 rating, demonstrating consistency, reliability, and time management across dynamic environments.

PROJECTS

E-commerce Full Stack   **Remote**
Full-Stack Developer   *Jan 2025 – Current*

- **Storefront (React):** Designed and developed a responsive storefront applying Conversion Rate Optimization (CRO) principles to maximize average order value and user engagement; integrated Stripe API for secure payment processing, handling simulated transactions exceeding $10K.
- **Admin Dashboard (React):** Built an intuitive admin dashboard featuring full CRUD operations for products and orders, along with interactive data visualizations and charts to track sales metrics and KPI's.
- **Backend (Django REST Framework):** Developed a robust backend API using Django REST Framework and PostgreSQL, implementing efficient pagination, filtering, and data validation to support scalable, performant access to product and order data.

Founders In Focus   **Remote**
Developer   *Jan 2025 – Current*

- Built a responsive, mobile-friendly website for the Founders in Focus podcast using Flask and HTML/CSS, featuring an attractive UI and links to episodes on Apple Podcasts, Spotify, and YouTube.
- Mobile-first design, delivering a consistent user experience across devices and broadening audience reach.

SKILLS

Programming: Python, JavaScript, HTML/CSS, SQL, React.js, Django (DRF)
Tools: Git, Bootstrap, TailwindCSS, Postman, VS Code, Chart.js, Flask, Vercel, Heroku