James Gavin

jogavin@wisc.edu • 612.868.9649 • jmsgvn.com • 757 Regal Ridge, Hudson, WI 54016

EDUCATION

University of Wisconsin-Madison   **Madison, WI**
Bachelor of Business Administration   *May 2025*
Major: Finance, Investment & Banking
Certificate: Computer Science
GPA: 3.731 / 4.0 (Dean's List Fall 2021)
Skills: German (Conversational), Java, C++, Python, AWS, MongoDB, JavaScript, Docker, Kubernetes, Twitter Ads Suite, Facebook Ads Suite

PROFFESSIONAL EXPERIENCE

MyMoney   **Madison, WI**
CEO/Founder   *December 2021 – Present*
- Developing an app to facilitate financial services for college students to help them invest their money earned during summer internships or other jobs to better help them understand their financial goals and help them achieve them
- Collaborating with students from other Universities to increase outreach of the app and to utilize their skills to develop the application, market the final product to end users and get sponsorships from companies to kickstart the application

Walmart   **Oak Park Heights, MN**
E-commerce Associate   *July 2020 – Present*
- Programmed a funnel website to engage with hundreds of customers a day to figure out their problem more efficiently and provide a solution that solved their problem the same day instead of waiting the usual seven
- Designed marketing tools to increase customer survey responses which increased our response rate by over 70 percent
- Managed the appropriation of 25-45 people and their work throughout the day and planned future schedules

HCRival Games   **Melbourne, Australia (Remote)**
Java Developer   *July 2020 – December 2020*
- Developed and maintained java-based games on HCRival servers that were played by thousands of daily players
- Collaborated with a team of other java developers around the world to create or maintain larger company projects
- Worked with virtual machines in the cloud to manage thousands of user accounts data and game data

JMSGVN Media   **Hudson, WI**
Founder   *August 2018 – September 2021*
- Strategized the growth of over 5 million followers across social media accounts on Twitter, Instagram, and TikTok
- Generated monthly revenues of ~ $30,000 by selling advertisements to clients, consulting for other media agencies, through product sales like Shopify or Amazon and selling social media accounts to other media companies
- Administered 7 overseas teams located in several different departments including sales, marketing, content creation
- Created analytical models based upon millions of user data gathered through custom programs developed to target audiences more efficiently, automating our consulting processes and interacting with users 24/7/365

LEADERSHIP AND INVOLVEMENT

Wisconsin Autonomous   **Madison, WI**
Operations Lead   *September 2021 – Present*
- Lead a team of other members in the creation of the club's website and backend software to increase club awareness
- Working with leaders to design marketing tools for new sponsors and members through apparel and sponsorship packets

Capital Management Club (CMC)   **Madison, WI**
Associate Member   *September 2021 – Present*
- Developing skills through training sessions and using software like FactSet to guide investment decisions
- Learning about new investment styles like value-based investing through meetings or working with other club members

P&G Case Competition   **Madison, WI**
Participant   *October 2021*
- Collaborated with a team of four other students to create a marketing campaign for P&G products within 24 hours
- Presented findings to three teams of reviewers in a presentation the team developed to showcase our final product
- Worked with employees of P&G to better understand the design decisions behind some of their most influential products

INTERESTS

Winter Skiing, Traveling, Milwaukee Bucks, Twins Baseball, Star Trek, Coding, Feed My Starving Children, Running