| **Matthew McFarland**  Computer Science Student | |
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| |  | Profile As a versatile and results-driven individual with experience in running a Shopify store, managing a liquidation business, and working in the fast-paced catering and fast-food industries, I've consistently demonstrated exceptional problem-solving and multitasking abilities. My background in computer science complements my hands-on entrepreneurial experience, enabling me to optimize business processes through innovative solutions. I pride myself on my strong work ethic, dedication to continuous improvement, and commitment to delivering exceptional customer experiences in every role I undertake. | | --- | --- | |  | Employment HistoryShopify Store Owner at October 2020 — May 2021   * Successfully managed and operated a Shopify store single-handedly, demonstrating strong multitasking and organizational abilities. * Optimized product pages with high-quality images, detailed descriptions, and customer reviews, increasing conversion rates and enhancing user experience. * Developed and implemented comprehensive marketing strategies using Google AdSense, resulting in increased traffic. * Utilized various Shopify Dapps to streamline store operations, enhance customer experience, and improve overall functionality. * Conducted extensive market research to identify trends and opportunities, allowing for effective product curation and inventory management. * Implemented SEO best practices to optimize store visibility and drive organic traffic, leading to increased sales. * Utilized social media platforms to engage with customers and promote products, expanding brand reach and visibility.  Liquidation Business January 2021 — September 2021   * Collaborated with a team of friends to establish and operate a successful liquidation business, highlighting strong teamwork and communication skills. * Conducted thorough research and analysis to identify profitable liquidation deals, demonstrating exceptional negotiation and decision-making abilities. * Managed the acquisition and transportation of pallets, showcasing effective logistical and organizational skills. * Cataloged and organized inventory efficiently, ensuring easy access and accurate record-keeping for streamlined operations. * Implemented a tiered pricing strategy, offering bundle deals and discounts on slow-moving items, accelerating inventory turnover and overall sales. * Developed pricing strategies for individual items to maximize profit margins while maintaining a competitive edge in the market. * Utilized various online platforms, including eBay, Facebook Marketplace, and local classifieds, to effectively resell items and drive sales. * Adapted and learned from various challenges faced during the business operation, exemplifying resilience and a commitment to continuous improvement. * Managed financial aspects of the business, including budgeting, cash flow, and record-keeping, ensuring sound fiscal management. * Made over $4,500 in net profits  Crew Worker at Wendy's October 2019 — May 2021   * Provided outstanding customer service as a fast food crew member, ensuring timely order fulfillment and a positive customer experience. * Operated cash registers and handled cash transactions accurately, demonstrating strong attention to detail and mathematical skills. * Collaborated with fellow team members to ensure smooth operations during peak hours, highlighting effective communication and teamwork skills. * Handled customer inquiries, complaints, and special requests professionally, displaying exceptional problem-solving abilities and a commitment to customer satisfaction. * Assisted with inventory management and stock replenishment, ensuring adequate supplies for daily operations.  Team Member for Catering and Events at Adelphia's Restaurant , Deptford June 2021 — Present   * Worked as an experienced team member for catering and events, specializing in weddings and other large-scale gatherings. * Demonstrated exceptional customer service skills, catering to guests' needs and ensuring a memorable and enjoyable experience. * Assisted with room set-up and décor, showcasing strong attention to detail and an ability to execute event plans accurately. * Recognized as a reliable and trustworthy team member, often entrusted with critical tasks and responsibilities. * Innovated and implemented new preparation strategies for parties, resulting in increased time efficiency and individual accountability, preventing team members from slacking off and relying on others' efforts. * Received a promotion, allowing for occasional oversight of parties and events under the guidance of a manager, highlighting leadership potential and commitment to excellence. * Acted as a liaison between guests, event planners, and kitchen staff, ensuring seamless communication and coordination for successful events. * Trained and mentored new team members, sharing valuable knowledge and experience to enhance overall team performance. | |  | EducationBachelor of Science: Computer Science, Glassboro, NJ September 2021 — May 2024  Current GPA: 3.07.  On pace to graduate a year early. High School Diploma, Washington Township High School, Sewell, NJ, 08080 September 2017 — June 2021 | | Details Sewell, NJ, 08080, United States, 856-761-2234  [mattmcf16@yahoo.com](mailto:mattmcf16@yahoo.com) Skills Advanced Analytical Thinking Skills  Java  Python  Adaptability Hobbies Exploring financial markets and investing strategies  Delving into AI and machine learning advancements  Staying up-to-date with the latest technology trends  Continuously learning new material across diverse topics  Practicing and mastering Jiu-Jitsu skills |