

RICKLEY GUSTAVE

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EXPERIENCE

HotSpawts || *Founder & CEO* || Buckhead GA / Oct. 2017 - 2020

HotSpawts is a pet marketplace app that quickly connects pet parents to local dog groomers

- Designed and implemented all iterations of wireframing and led three usability studies with over 50 participants
- Led team of five (two engineers, two designers, and one tester) through extreme pivot, redefining strategy and shifting team to new vision
- Led all rounds of beta testing which eventually led to essential validated learning and proof of concept of the HotSpawts MVP
- Led project to redesign website and developed new data-driven approach, which resulted in a 97.4% increase in signups
- Created and pitched the HotSpawts pitch deck to potential customers and investors which led to incremental growth in brand awareness and recognition in San Francisco, San Jose, and Metro Atlanta

Newmark Knight Frank || *Financial Analyst* || Buckhead GA / 2016 - 2018

Real estate development and management services

- Led all multi-family site inspections in the south east, leading to a number of early underwriting approvals and bonus fees which totaled \$250k +
- Audited hundreds of real estate assets and properties having a sum total value of over \$1 billion dollars and 95% of which were preapproved for underwriting by Freddie Mac or Fannie Mae
- Redesigned and implemented a new working deal flow process leading to over one full business day in time saved for new deals thereafter

EDUCATION

Georgia State University || *B.B.A in Finance* || Atlanta GA / May 2016

LEADERSHIP & INVOLVEMENT

Big Brothers Big Sister of Metro Atlanta || *Mentor* || Atlanta GA / 2017 – Present

ADDITIONAL INFORMATION

Programming: SQL, JavaScript, HTML, CSS, node.js, react, react native, JSX

Certifications: Google Ads, Google Analytics