Sam Sullivan

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Experience

Cardog   **Toronto, ON**
Founding Engineer   *Sept '23 - Aug '24*
- Founded and scaled Cardog, an automotive marketplace, to over 1M total unique users, capturing 100k monthly active users through paid and organic growth strategies
- Engineered a suite of custom web scrapers, processing millions of records daily, enabling real-time automotive listings across various markets
- Led all facets of the startup, including project development, marketing strategies, content creation, and growth hacking, driving over 2M ad impressions with low customer acquisition costs
- Achieved rapid user acquisition through mutli-channel marketing campaigns, leveraging SEO, content marketing and paid advertising, resulting in over 100k MAU within the first year
- Optimized data pipelines and services to handle 100GB+ of data daily, ensuring rapid response times and a smooth platform experience

Hyundai Automotive   **Toronto, Ontario**
IT Consultant   *May '20 - Present*
- Consulted with multiple Hyundai dealerships across Ontario to deploy and integrate digital and physical infrastructure, including networking, servers, security systems, and cameras.
- Managed end-to-end hardware installations and maintenance, ensuring seamless deployment of cameras, door security, and networking systems across all dealerships.
- Led troubleshooting and debugging efforts for various dealership systems, ensuring rapid resolution and long-term reliability for daily operations.

Projects

Canadian Chinchilla Rescue   **Toronto, ON**
Volunteer   *2022 - Present*
- Developed and implemented a modern, automated rescue application portal, streamlining the adoption process and enhancing the user experience for potential adopters.
- Coordinated donation campaigns and organized trade show booths, significantly boosting recognition, awareness, and fundraising efforts for the rescue.
- Provided flexible, on-demand support for a variety of ad hoc needs, contributing to the overall efficiency and success of daily operations and events.

Education

University of Toronto   **Toronto, ON**
Bachelor of Science (Neuroscience & AI)   *2023 - 2027 (Expected)*
- Pursuing a degree in computer science and neuroscience

Skills

Programming: Javascript, Typescript, Python, C, SQL, Terraform, React
Mechanical: Helicopter Piloting, Networking Deployments