

MARK MCKINNEY

◦ DETAILS ◦

markdmckinney@gmail.com

◦ LINKS ◦

[linkedin.com/in/mark-d-mckinney/](https://www.linkedin.com/in/mark-d-mckinney/)

[thought-science.com](https://www.thought-science.com)

github.com/MarkMcKinney

◦ SKILLS ◦

Fast Learner

Effective Time Management

Communication Skills

Analytical Thinking Skills

Project Management

Creative Problem Solving

Python

Node.JS & React.JS

MongoDB

Tableau Desktop Specialist

Adobe Photoshop

Adobe Audition

Adobe Premiere Pro

Microsoft Excel

Microsoft PowerPoint

Fundraising

Knowledgeable in User Interface/

User Experience



EMPLOYMENT HISTORY

Founder at BlueSkyAI, High Point, NC

March 2017 — Present

Atmos is an AI, SMS chatbot that boosts University retention by increasing student engagement and happiness.

- Gained skills in product management, UX/UI design, pivoting strategies, fundraising (raised Pre-Seed round), and writing marketing material.
- Developed a strong understanding of Natural Language Processing, Python, AWS Lambda & EC2 (built the prototype and managed the developer team).
- Winner of the 2020 HPU Business Plan Pitch Competition.

Co-Founder & Operator at BigByte Stock Trading Platform, Pasadena, CA

2017 — 2018

A browser-based stock trading platform that connects with your Robinhood Investing account.

- Analyzed stock patterns to design proprietary stock prediction indicators (80% - 90% accuracy)
- Utilized Machine Learnings to discover and predict patterns
- Developed deeper understanding of signals from RSI, MACD, Bollinger Bands, ADX, and volume
- Developed understanding of JavaScript and Python (Flask)

Head of Web Development & Social Media Manager at LeadershipNow, Pasadena, CA

2015 — 2018

- Managed presence of 48k+ follower Twitter account (scheduled tweets with Hoot Suite, interacted with customers, etc.)
- Developed an embeddable website “quote of the day” widget
- Designer and analyst of their 10k+ subscriber newsletter using Mailchimp



EDUCATION

Entrepreneurial Studies, Strategic Communication Focus, High Point University, High Point, NC

2016 — 2020

Summa Cum Laude, Studied abroad in Israel, winner of the 2020 Business Plan Video Competition, Junior Class Representative, Alpha Lambda Delta Honors Society, Sigma Nu Tau Entrepreneurship Honors Society, Presidential Scholar, Entrepreneurship Club, Club Rowing Team, Dean's List

M.A., Business Leadership & Communication, High Point University, High Point, NC

August 2020 — July 2021

Guest lecturer on AI for a Master's course on Economic Decision Making with Data



EXTRA-CURRICULAR ACTIVITIES

Founder & Website Developer at 2020 Helped Me

July 2020 — Present

- Built 2020helped.me, a site that helps visitors find or create the silver-lining in their 2020.

Audio & Video Technician, Service Leader at Church of God, Duarte, CA

January 2014 — Present

- Mixing and managing audio input to ensure stable broadcast