

# Jack A. Cusick

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## EDUCATION & SKILLS

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College of Charleston

B.S. in Finance, Minor in Economics (May 2017)

App Academy

Full Stack Software Engineering Course (June 2021)

### Relevant Technical Skills

- JavaScript, React, Redux, HTML, CSS, SCSS, Ruby, Ruby on Rails, Mongoose, MongoDB, Node.js, Express.js, SQL, SQLite3, PostgreSQL, Webpack, jQuery, Git, Heroku, Github, Amazon Web Services (AWS), Chart.js, Public API Integration
- Bloomberg Terminal Certification, Google Analytics, Stoktrak Simulator, IAB Certified Digital Media Buyer and Planner

## PROJECTS

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### LINKEDOUT

[Live Site](#) | [Github](#)

*Clone of the website LinkedIn built with Ruby on Rails, React/ Redux, and PostgreSQL*

- Implemented multiform user authentication modals with error handling as well as pixel perfect styling to original site
- Logged in users are able to create posts to share with all other users - all image content hosted on AWS with S3 links for retrieval
- Users can visit their profile page with ability to edit personal information, as well as view job and education history

### LACEUP

[Live Site](#) | [Github](#)

*A pickup sports application built with MongoDB, Mongoose, Express.js, React/Redux and Node.js*

- Worked in a group of 4 individuals in both backend and frontend flex position - managed swift workflow through Github
- Designed backend models, validations and route endpoints needed to connect with the frontend components
- Moved between backend design and frontend development, building the events component for users to create and join local games

### 3PARBITRAGE

[Live Site](#) | [Github](#)

*A lightweight stock data visualization app built with Javascript, Chart.js, and public APIs*

- Track historical pricing of "meme stocks" and the short interest inflection points of hedge funds
- Utilized Javascripts d3 library for data manipulation and visualization - displayed historical pricing as visually pleasing charts

## EXPERIENCE

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### HAVAS MEDIA GROUP

New York, NY

*Buyer, Digital Investments*

April 2019 – November 2020

- Promoted after one year to manage and invest over \$40 million in media budget for our clients (Proximo Spirits, Cholula Hot Sauce, ION Television). Helped garner a 19% YoY sales growth for brands across the Proximo Spirits Portfolio.
- Oversaw the technical execution of digital media campaigns, including backend tagging to track key performance metrics
- Served as the lead contact with client, trade, and sales teams, as well as with creative, PR, social, website, and shopper agencies..
- Contributed to new business pitches and strategy, being part of a team who successfully won multiple new global accounts.

*Digital Investment Associate*

February 2018 – March 2019

- Interfaced with sales partners, as well as internal teams, handling all communications
- Managed setting up and maintaining digital campaigns in online ad servers, optimizing based on creative performance.
- Handled detailed back end account maintenance to assure accuracy with scheduling, reporting and billing/finance.

### INTERNSHIPS:

December 2015 – December 2017

### THE JACOBSON, CUMMINGS WEALTH MANAGEMENT, FULCRUM SECURITIES LLC

*Completed three financial related internships throughout college and post graduation*

- Worked alongside a leading biofuel senior analyst to co-author a white paper report on market shifts within the biofuels industry.
- Analyzed equities using Bloomberg Terminal and other financial tools, eventually acquiring a Bloomberg Terminal Certification.
- Analyzed client accounts, updated annual client reviews, and assisted with data entry of all client financial information.

## LEADERSHIP & INTERESTS

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### Division 1 College Athlete

Charleston, SC

*Two Time College Sailing National Champion & College Sailing All-American*

September 2013 – June 2017

- Awarded 2016-2017 College Sailing All-America Team Honors for performance across top national competitions.
- Led team of 45 athletes to a Team Race National Championship and Coed National Championship.
- Developed strong discipline and team skills through 40+ hours a week of intensive workouts, study hall, on water training sessions, community service, and courses in athlete networking.

### Brotherhood Chairman (Sigma Chi National Fraternity)

January 2015 – December 2015

- Organized internal chapter social events throughout the course of the year