

# Charles McCardell

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Digital Portfolio: <https://mccardellch.github.io/portfolio/>

## EDUCATION

### Rochester Institute of Technology

*Bachelor of Science*

Rochester, NY

May 2022

Major in Game Design and Development, Minor in Advertising and Public Relations

GPA: 3.30/4.00

**Relevant Coursework:** Data Structures and Algorithms, Rich Media Web App Development, Game Development and Algorithm Problem Solving, Multi-platform Media App Development

## EXPERIENCE

### Spartan Forge

*Software Engineer*

Remote

July 2024 – Present

- Software engineer for an outdoor mapping application featuring the industry's only neural network to predict whitetail deer movement and accurate GPS navigation, high resolution imagery, historical weather information and property data
- Collaborated with cross-functional teams in an Agile environment to develop, test and deploy high-quality, scalable software solutions, leveraging iterative development, continuous feedback, and robust testing practices
- Spearheaded a project to extract and implement hunting season data for each U.S. state by leveraging web scraping and PDF parsing in Python, enabling consistent, structured data for use in the app's Intel Menu to give users real-time information
- Delivered end-to-end user support by troubleshooting complex issues, resolving user concerns, troubleshooting complex issues, and transforming customer feedback into actionable insights

### Freelance Videographer

*Videographer and Editor*

Rochester, NY

September 2022 – January 2024

- Personal filmer and photographer for Johnny Stewart and The Untamed, popular outdoors influencers on Youtube
- Captured high-quality video content in remote, high-pressure environments, adapting quickly to unpredictable conditions while maintaining creative direction and technical excellence
- Edited short- and long-form video content for Youtube and Instagram, with a focus on clear storytelling, pacing, and compelling visuals

### Great Lakes Gaming

*Founding Team Member*

Rochester, NY

November 2020 – September 2021

- Played a key role in forming a gaming lounge startup focused on competitive e-sports and fostering video game community engagement
- Led investor outreach and delivered strategic business pitches, successfully securing funding and forging key partnerships to drive the launch and development of the physical gaming lounge space

*Social Media Manager*

- Developed and executed social media strategy across X, Instagram, TikTok, establishing a strong and recognizable brand identity, consistent with the company vision
- Produced fast-paced, visually-engaging content including Reels, gameplay highlights, event promos and livestream teasers to boost social reach and increased company engagement
- Built social media presence from the ground up, growing follower count to 3K+ and monthly impressions to 500k+ in under 1 year

## LEADERSHIP AND ACTIVITIES

**RIT University Arenas**, *Brand Advancement Assistant*

August 2017 – August 2021

**Phi Sigma Kappa**, *Recruitment Chair; Inductor; President*

January 2018 – May 2022

**Rochester Institute of Technology**, *New Student Orientation Supervisor and Leader*

April 2018 – December 2020

## SKILLS AND INTERESTS

**Technical:** Skilled in Python, C#, JavaScript, Angular, React, TypeScript, Amazon Web Services, Microsoft Applications

**Interests:** Hiking, Cooking, Golf, Skiing, Fishing, Outdoors, Skateboarding