McKay J. Whiting

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EDUCATION

Brigham Young University - Marriott School of Business Provo, UT
Strategic Management Apr 2028

- ACT 36 / 36 (Superscored)
- GPA 3.84 / 4.00
- **Awards:** Heritage Full-ride Academic Scholarship
- **Activities:** Strategy Society, Finance Society; Bain & Company Lowe's Case Competition (2026)
- **Skills**: Excel, Python, SQL, VBA, Tableau, AI Automation (Claude, ChatGPT/Codex), HTML/CSS/JavaScript
- **Prior Education:** Valedictorian; graduated high school one year early while completing associate's degree

EXPERIENCE

BYU Tech Transfer Office Provo, UT
Software MVP Development & Commercialization Aug 2026 - Current

- Prototyped 80+ different SaaS business ideas using Lovable and Claude Code, creating functional licensing demos

Bridge Investment Group (subsidiary of Apollo) Sandy, UT
Property Accounting Intern, Automation/AI special projects May 2026 – Aug 2026

- Automated various routine accounting functions using Claude Cowork, VBA, Python, saving 200+ hours/month
- Built 10+ tools to audit and review multifamily real estate performance and GAAP compliant bookkeeping
- Presented an automated account review system to CFO and controllers with potential to replace 4 outsourced FTEs
- Advised 6 accountants through 15+ one-on-one AI consultations and led multiple team AI trainings

A Team Property Improvement Provo, UT
Founder/CEO, overseeing Growth Strategy, Accounting, and Website Development Jan 2025 – Current

- Hired and managed 10 employees, 2 subcontractors and generated over $130K in revenue in company's first year
- Developed pricing and profitability models to track KPIs and achieve target of 20% net profit margin
- Guided strategic marketing initiatives to create $75K+ in revenue and grow Google interactions to 8x prior baseline
- Leveraged AI to create website; integrated with Google Analytics to track and increase traffic by 40%
- Automated lead intake workflow to decrease lead-to-close time by 40% and increase close rate by 30%
- Created custom CRM & KPI dashboard web app to track 60+ metrics and select highest ROI marketing activities

Missionary Training Center Provo, UT
In-Field Mentor (Weekly Training Consultant) Aug 2024 – Jan 2025

- Trained and mentored 100+ volunteers; focused on teaching, skill development, and KPI improvement
- Conducted 200+ coaching sessions focused on improving teaching effectiveness and key performance metrics

Shelfology Rexburg, ID
Junior Full Stack Developer Apr 2019 – Dec 2021

- Created automated pricing models for 400,000+ product variants to ensure 75% profit margin across all products
- Built automated CX order management software to increase customer engagement, 3x customer touchpoints
- Hired, trained, and managed 2 replacement employees prior to departure; created 4+ hours of SOP training videos

LEADERSHIP & SERVICE

The Church of Jesus Christ of Latter-day Saints Newark, New Jersey
Volunteer Missionary – Spanish and Portuguese language representative Apr 2022 – Apr 2024

- Led up to 200 volunteers in multiple leadership roles, using goal-setting and metric tracking to improve results
- Created and ran Meta ads, leading to 200%+ increase in multiple critical KPIs; piloted WhatsApp ads
- Personally mentored and trained 5 new volunteers throughout their first 12 weeks, aided in onboarding processes

AWARDS, SKILLS & INTERESTS

- **Skills:** Excel, Python, SQL, VBA, Tableau, AI Automation, Web Dev, Data Analysis, Entrepreneurship, Marketing
- **Languages:** Fluent Spanish, Portuguese, and basic Haitian Creole
- **Interests:** Hiking/backpacking, fly fishing, weightlifting/fitness, BYU sports, training for Revel Big Bear marathon