

William McCaffrey

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EDUCATION

Fowler College of Business, San Diego State University, San Diego, CA Graduation: December 2024
Bachelor of Science, Business Administration and Management with Specialization in Entrepreneurship

- GPA: 3.9

EXPERIENCE

Sea Purity Investments June 2024 – July 2024
Business Development Intern

- Coordinated with local officials and stakeholders to develop a Qualified Opportunity Fund for economic development in the City of Myrtle Beach, South Carolina
- Developed a social media and podcast strategy and marketing materials to enhance brand visibility and engagement
- Researched and evaluated augmented reality (AR) e-commerce solutions, including native options in Shopify and third-party vendors, to increase sales volume for Surf X Art

PatentVest June 2024 – July 2024
Intellectual Property Analyst Intern

- Completed the PatentVest Analyst Training Program, learning to use PatentVest and Google Patents for thorough due diligence
- Built and delivered comprehensive reports, technology assessments, and targeted analyses for Oncolytics Biotech and Pulse Biosciences
- Reviewed patent examiner feedback, identified relevant prior art, and developed an investment pitch for MDB Capital and PatentVest executives, covering technology, market potential, patent history, and competitive analysis

Vatra November 2023 – May 2024
Co-Founder

- Led the interdisciplinary Vatra team at SDSU, developing a groundbreaking firefighter fabric with NASA's aerogel technology for the MITTIC Challenge, enhancing safety and efficiency
- Directed project logistics, from scheduling to prototype development, ensuring innovation and adherence to NASA's and NFPA's standards
- Spearheaded market research and outreach efforts, showcasing the project's impact and contributing to documentation for the NASA MITTIC Challenge, where our team was one of 11 finalists selected to compete in a pitch competition at the Johnson Space Center

Craitor January 2023 – May 2024
Consultant Internship

- Analyzed commercial markets, identifying key sectors like Maritime Freight, Rail Freight, Oil & Gas, and Automotive for expansion based on supply chain and capital investment needs
- Leveraged SDSU's tools and collaborations with Craitor to pinpoint industry challenges, focusing on minimizing downtime and supply chain costs with 3D printing solutions
- Created a go-to-market strategy that recommended strategic entry into commercial sectors, emphasizing Craitor's unique capability to produce parts on-demand in remote settings, facilitating market diversification

CariHealth January 2023 – May 2024
Consultant Internship

- Contributed to a research project focusing on clinical trial partnerships, microneedle manufacturer selection, and Center of Medicare and Medicaid reimbursement for a methadone monitoring device
- Assessed microneedle production, ensuring compatibility with innovation and quality standards for opioid treatment
- Developed a subscription model to aid a go-to-market strategy targeting the U.S. opioid treatment market
- Aided in strategic planning for clinical trials and go-to-market strategy, establishing CARI Health's solution for improved methadone treatment adherence

Healthcare Made Manageable November 2022 – July 2023
CEO and Co-Founder

- Managed tech and administrative teams across the software development lifecycle
- Cultivated investor and mentor relationships, showcasing value proposition and growth potential
- Highlighted Achievements: Won first place at the University of San Diego's SpaceTime Social Pitch Competition and both third place and audience vote in SDSU ZIP Launchpad's Chinyeh Hostler Social Venture Challenge

Lavin Entrepreneurship Center August 2022 – January 2023
Writer

- Coordinated copywriting and communication projects for the Center in collaboration with the Executive Director
- Oversaw diverse assignments such as monthly newsletters, annual reports, impact reports, social media content, and grant applications
- Highlighted achievement: Secured first-place position for San Diego State University's ZIP Launchpad with the 2023 USASBE Model Community Entrepreneurship Accelerator/Incubator Award application

Fox Television March 2020 – April 2020
Post Producer

- Oversaw post-production, meeting timelines, quality, and budget requirements
- Strategically led planning, resource allocation, and timeline management for optimized post-production
- Managed vendor negotiations, procurement, and budgeting to enhance production value

Amazon Studios – World's Toughest Race: Eco-Challenge Fiji August 2019 – February 2020
Segment Producer

- Led 15 cross-functional teams from concept to delivery, ensuring creative alignment
- Managed 100+ interviews across a 12-day, 400+ mile multi-island race
- Orchestrated dynamic, end-to-end project coordination, uniting creative direction and equipment operation in a multi-island race setting

Disney+ – Encore January 2019 – July 2019
Segment Producer

- Negotiated free and reduced-cost filming with 200+ locations, saving over \$30,000
- Coordinated 40+ cast packages across 12 cities, collaborating with local businesses

Warner Bros Entertainment January 2018 – January 2019
Segment Producer

- Nurtured relationships with 100+ cast members, gained Avid proficiency and facilitated communication with Fox Legal
- Coordinated \$500,000 nationwide shoots, leveraged local connections, and managed talent relationships

Render Media April 2017 – December 2018
Creative Producer

- Managed the creation of over 80 videos per month by streamlining the creative process
- Grew video views by 12x, engagements by 9x, and shares by 17x, according to Google Analytics, by implementing a video formatting guide for the writing and editing departments
- Stayed under budget by approximately \$65,000 by working cross-functionally with multiple departments

SKILLS AND INTERESTS

- Proficient with Budgeting, Confluence, Copywriting, Google Apps for Business, Jira, Microsoft Power BI / Excel / Outlook / PowerPoint / Word, and SQL
- Coursera Certifications: Foundations of Project Management, Project Initiation, and Project Planning
- Hootsuite Certifications: Platform and Social Marketing
- Soft skills: Communication, Growth Mindset, Innovation, Leadership, Storytelling, Teamwork
- Additional Interests: Camping, Cryptocurrency, Cybersecurity, Hiking, History, Project Management