

# Skyler Smith

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**Technically grounded and business-oriented**, with experience solving real-world problems and streamlining operations through AI and intelligent automation. Known for adaptability, a strong work ethic, and a deep passion for leveraging LLMs, agentic workflows, and AI-assisted tools to drive innovative solutions.

## EDUCATION

### Bachelor of Science, Information Systems, Minor in Computer Science

Apr 2027

Brigham Young University – Marriot School of Business

Provo, UT

- GPA 3.73; 1st Place BYU IS Core INTEX Competition; Dean's List (2024-2025)
- Scholarships: BYU Full Tuition, ACE Mentor Program (2020), Maurine Jackson Smith Signature, Fabulous Five
- Membership: *Vice President of Student Experience*, BYU Developers Club; Association for Information Systems; Creators
- Specialized Courses: Database Systems, Business Programming, Enterprise App Development, Project Management & Systems Design, Data Communications, CS: Data/Discrete Structures

## EXPERIENCE

### Product Specialist

Oct 2025 – Present

Redo Draper, UT

- Developed claims dashboard web app for internal analytics and process automation, acting as SME for \$180k/mo pipeline
- Resolved 500+ technical issues with perfect CSAT, maximizing platform value, translating feedback into 30+ enhancements
- Secured 20+ five-star Shopify reviews pushing a 5.0 overall rating; collaborated with AM and SWE to strengthen user retention.

### Product Engineer – Trust Scores App

Jun 2025 – Oct 2025

Brigham Young University

Provo, UT

- Engineered custom 10 second verification process minimizing user friction and cutting costs by 98% per user
- Translated Professor's research goals into a production-ready system for future enterprise use with SDK for high scalability
- Developed full-stack online review verification platform with facial recognition utilizing React, Go, AWS, Supabase, OAuth

### Freelance Digital Marketing Specialist

May 2025 – July 2025

RV Fun Center (Remote) & BallBoyz Soap

Lehi, UT

- Developed Meta ad campaigns, cutting cost per result by 50% while enhancing lead quality and conversions (150+ leads)
- Revamped landing pages and optimized site SEO to facilitate broader product offerings and improve AI-search visibility
- Delivered high volume of diverse Ad creatives to maximize campaign efficiency through bid cap strategy

### Rental Sales Coordinator

Jun 2024 – Aug 2024

RV Fun Center

Oceanside, CA

- Trained AI chatbot on FAQs using Podium and prompt engineering to enhance 24/7 customer support
- Generated \$15K+ in revenue by converting inbound sales calls into bookings and upselling add-ons
- Improved lead engagement by customizing follow-up sequences and nurturing prospects through daily check-ins

### Volunteer Representative – Spanish Fluency

Jun 2022 – Jun 2024

The Church of Jesus Christ of Latter-day Saints

Mexico City, MX

- Trained and mentored 20+ volunteers with weekly sessions and 1:1 coaching, enhancing team effectiveness and unity
- Taught principles, life skills, and self-reliance (Spanish), helping people adopt a hopeful and purpose-driven mindset
- Provided daily acts of service, seeking out opportunities to support individuals and communities in meaningful ways

## TECHNICAL SKILLS & PROJECTS

- Skills: Claude Code/Cowork, Cursor, LLM APIs, SQL, Python, AWS, React, Scrum, Tableau, Excel, Meta BS, C#, Shopify
- 1st Place INTEX Competition (Ella Rises): Built management dashboard and custom AI agent to surface meaningful data insights
- Personal projects: AI Powered Discussion Board, Ski Resort Parking Automation, OpenClaw Bot
- BYU QIB Club Website: Launched new club website using React/Vercel for member resources and event visibility
- AI Facebook Marketplace Agent (Hackathon Honorable Mention): Automated buyer communication and calendar scheduling
- Built HADES, a 3D-printed QR code prototype system – Northrop Grumman HIP Mentorship

## OTHER SKILLS & ACHIEVEMENTS

- Proficient in Spanish
- Eagle Scout, Scouts of America
- Enjoy surfing, snowboarding, electric guitar, dirt-biking, MTB, water-polo and coding, DJ