

Marcus D. Williams

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Information Systems student with an emphasis in data analytics who builds and ships real products, from published iOS apps in Swift to client web and CRM work. Known for owning projects end to end and leading teams. Fluent in French.

EDUCATION

Bachelor of Science: Information Systems

Expected Apr 2028

Brigham Young University - Marriott School of Business, Provo, UT

- GPA: 3.67
- Relevant Courses: Database Structures & Security, Intro to Python, Accounting, Data Structures, Exploratory Data Analysis, Database Systems

Associate of Science (French Emphasis)

Apr 2021

Weber State University - Ogden, UT

- GPA 3.94, High Honors

TECHNICAL SKILLS

Artificial Intelligence (AI): Generative AI (ChatGPT, Claude, Copilot), prompt engineering

Data & BI: SQL, Tableau, Advanced Excel, exploratory data analysis

Development: Swift, Python, JavaScript, HTML/CSS, React, Git / GitHub

Mobile & Platforms: Xcode, App Store Connect, Firebase, HealthKit, AdMob

Design & Fabrication: Adobe Photoshop, Adobe Illustrator, Fusion 360, 3D printing

PROJECT EXPERIENCE

FitnessTracker (iOS App)

Oct 2025 – Present

Independent Project, Kaysville, UT

- Built and shipped a native iOS fitness app in Swift and Xcode, integrating HealthKit to record body and dietary data
- Implemented a Firebase backend and AdMob monetization, releasing the app via App Store Connect
- Drove 200+ downloads by running Meta app install campaigns, managing creative, audience targeting, and budget

Plate Calculator & TerraMarker (iOS Apps)

2025 – Present

Independent Projects, Kaysville, UT

- Designed and published two additional Swift apps, building interfaces in Xcode and producing app icons and store screenshots in Adobe Photoshop and Illustrator
- Managed the full release process in App Store Connect, including asset sizing, dark mode icons, and version updates

EXPERIENCE

Web Developer

Jan 2025 – Present

Old Chief Leather Co., Kaysville, UT

- Built the company website from scratch in HTML/CSS and JavaScript, then owned hosting and maintenance
- Rebuilt product pages, site copy, and imagery in Adobe Photoshop, growing online inquiries 50%
- Served as sole developer on the site, shipping 5 major site updates and turning owner requests into live changes

Volunteer Representative – French Fluency

Aug 2021 – Aug 2023

The Church of Jesus Christ of Latter-day Saints, Yaoundé, Cameroon

- Led and managed 30+ community volunteers on service projects supporting underprivileged communities
- Managed social media campaigns, growing engagement 20%+ and increasing the organization's visibility and reach
- Communicated, taught, and coordinated fluently in French across diverse groups

Crew Leader

May 2019 – Aug 2021, May 2024 – Aug 2026

Utah Court Surfacing, Layton, UT

- Led and scheduled crews of 12+ workers on court surfacing installations, coordinating assignments and materials
- Rebuilt and maintained sections of the company website to improve customer retention and streamline inbound job requests

OTHER ACHIEVEMENTS

- Varsity Swim Team Captain, Davis High School, UT – Recipient of Hardest Worker Award (2 years)
- Eagle Scout, Scouting America
- Enjoy hiking, photography, weight lifting, and DIY construction projects (built out an ambulance-to-camper conversion)