

William Gaffey

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EDUCATION

Boston University, Questrom School of Business

Boston, MA | **May 2028**

Bachelor of Science in Business Administration

ACT: **35** | GPA: **3.6**

Honors: Kilachand Honors College (~3% of students accepted into Honors College)

Minor: Data Science

- *Activities: BU Consulting Group; Kappa Theta Pi (Professional Tech Fraternity) ProDev Committee*
- *Awards: Dean's List: Questrom School of Business*

WORK EXPERIENCE

Courted.io, New York, NY

May 2026 – August 2026

Strategy & AI Operations Intern — Office of the CEO | wgaffey.com/courted

- Increased cold-email open rates 15x, from 2% to 30%, by building and deploying an agentic SDR pipeline that stages ~250 researched, human-reviewed outreach sequences per week.
- Architected the six-stage production workflow integrating HubSpot, ZoomInfo, Databricks and LLM APIs, including contact verification and outreach suppression logic.
- Built 33 PostHog dashboards and generated 250+ product insights to support product-usage analysis and GTM decisions.
- Advanced GTM strategy by building executive-facing competitor battlecards, enriching prospect data for new-market expansion, and defining a value proposition for an adjacent market.

Locumlink Healthcare, Dublin, IR

June 2025 – August 2025

Intern

- Reviewed 500+ CVs, verified certificates, and conducted vetting interviews, beating weekly targets by 25%.
- Trained AI by building a credential repository and automating verification, boosting the firm's growth potential.
- Mentored new intern, teaching crucial Excel skills that streamlined onboarding workflows and increased productivity.

LEADERSHIP EXPERIENCE & PROJECTS

"The Energy Burden of AI" — Kaleidoscope Vol. 4, Boston University Honors Journal

March 2026

- Article accepted for publication in Boston University's undergraduate honors journal following peer review
- Analyzed AI's accelerating data center energy burden, revealing critical risks to global net-zero targets.
- Proposed nuclear power as a mitigation pathway, estimating up to a 66% reduction in projected emissions by 2050.

EcoForge Hackathon, Boston, MA

October 2025

- Developed a Chrome-extension prototype that quantified AI prompt energy usage, placing 1st out of 10 teams.
- Designed Figma mock-ups, including home page, product demo, and database interface for energy-tracking insights.

Strategy Lab Case Competition, Boston, MA

November 2025

- Designed and distributed survey (n=35), identifying 73% preference for private islands and 83% demand for Mexico.
- Recommended a phased 5-year plan grounded in survey & Excel analysis to acquire & develop an island in Mexico.

Bagpipe Newspaper, Dallas, TX

August 2021 – May 2024

Executive Design Editor

- Drove a >100% increase in sitewide traffic; produced 12 digital magazine issues and redesigned publication's website

SKILLS

Languages & Data: *Python (pandas, NumPy, scikit-learn, Matplotlib, Seaborn), SQL*

AI and Automation: *Claude Code, Anthropic & OpenAI APIs, agentic workflow design, prompt engineering*

Platforms: *PostHog, HubSpot, Databricks, ZoomInfo, Google Sheets API, Excel (PivotTables, Analysis ToolPak)*

Product & Design: *Figma (wireframes, prototypes), Adobe Photoshop / InDesign / Illustrator*