

# REESE CRAWFORD

## EDUCATION

---

### University of Arkansas, Sam M. Walton College of Business

B.S. Business Administration, Information Systems | Concentration: Emerging Technologies

August 2023 - December 2026

**Relevant Coursework:** Business Database Systems, Systems Analysis and Design, AI and Tech Ethics, ERP Fundamentals

## EXPERIENCE

---

### GOSH AI

Research Fellow, AI Brand Governance

April 2026 - Present

- Mapped the regulatory landscape for AI representation of brands and delivered the findings memo that set the team research direction
- Profiled eight competitors against a nine-criterion capability matrix, including where the firm was losing, giving leadership an honest read on positioning
- Built a client-facing risk assessment console that scores brand misrepresentation across six dimensions and tiers the results for client review

### SOLV

Research Fellow

August 2025 - January 2026

- Interviewed 5 stakeholders across the market and policy landscape, turning their input into findings that shaped the team research direction
- Co-authored two peer-reviewed publications with other research fellows, writing up the technical work in plain language for a leadership audience
- Reviewed machine learning research on AI product governance and distilled it into clear recommendations leadership could act on

### Red Beard Ventures

Business Development and Research Intern

March 2025 - October 2025

- Analyzed performance metrics across 4+ portfolio projects, each above \$50M AUM, publishing research that informed the firm investment strategy
- Wrote executive briefings condensing technical and market data ahead of senior leadership interviews
- Built and maintained a 260+ project database, defining the categories and giving the investment team self-serve access for pipeline analysis
- Ran event logistics across 3 markets (London, New York, Lisbon), sourcing and coordinating 15 to 20 stakeholders per event

### SiteTrax

Field Technician and Systems Analyst

March 2021 - November 2023

- Deployed an automated Optical Character Recognition system across supply chain operations, cutting manual container identification time and improving asset-tracking accuracy
- Partnered with the engineering team to design a new server architecture that improved system uptime and data reliability for real-time reporting
- Installed and validated hardware across multiple field sites, ensuring end-to-end data integration with the traxa.io analytics platform

## TECHNICAL PROJECTS

---

**ONYX Terminal.** Bloomberg-style crypto and macro dashboard. 61 modules shipped across seven phases, zero outstanding errors. FastAPI, Redis, React/Vite.

**ArbScout.** Solana triangular arbitrage scanner using Bellman-Ford negative-cycle search over live DEX quotes. TypeScript monorepo, Jupiter API, deployed on a Hetzner VPS under PM2.

**VOX.** On-device AI note-taker. Transcribes and summarizes without sending audio off the phone. Expo/React Native, whisper.rn, local SLM, Supabase.

## SKILLS

---

**Data and AI:** Python, SQL, Docker, Ollama, Bash scripting, prompt engineering, AI workflow automation

**Analytics and BI:** Tableau, Power BI, Excel (VBA, Power Pivot, pivot tables, array functions)

**Enterprise Platforms:** SAP S/4HANA and Fiori, Salesforce, QuickBooks, Microsoft 365 Copilot

**Development:** TypeScript, React, Next.js, FastAPI, Git

## ADDITIONAL

---

**Cryptocurrency Club, University of Arkansas:** Vice President. Partner of the Sui Foundation. | Eagle Scout, BSA Troop 481.