

DARRELL CENIDO

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EDUCATION

B.S. Computer Science, Concentration in Data Science | *Gonzaga University* Aug 2024 – Present

- Minor in Entrepreneurial Leadership · Hogan Entrepreneurial Leadership Program · Club Basketball Player

High School Diploma — GPA: 4.26 | *De La Salle High School* Aug 2020 – May 2024

- Graduated with High Honors; relevant coursework in AP Computer Science A and AP Computer Science Principles

EXPERIENCE

AI-Native Marketing Intern | *BrandCapsule* Jun 2026 – Present

- Implemented and configured Loops.so to establish automated email marketing systems and lifecycle messaging
- Built a comprehensive marketing dashboard tracking key performance indicators across social media, website traffic, and market growth metrics
- Leveraged AI-native tools and analytics to streamline marketing operations, refine target audience reach, and optimize campaign performance.

Founder & Software Developer | *ClutchCut* Aug 2025 – Present

- Built an AI-powered personal video editing tool for athletes, owning product design, feature planning, and UX
- Validated market demand through customer research and interviews across multiple demographics

Software & Business Consultant Intern | *Code Lexica* Sep 2025 – Dec 2025

- Partnered directly with founders through Gonzaga's New Venture Lab to research target customer profiles and refine acquisition strategy
- Strengthened the investor pitch deck and built an ROI calculator that improved sales enablement and messaging

Computer Science & Mathematics Tutor | *De La Salle High School* Aug 2021 – May 2024

- Tutored AP Computer Science and math students one-on-one, translating complex concepts into clear, practical understanding

TECHNICAL PROJECTS

Little Man Computer (LMC) Simulator | *Computer Architecture · C* Jan 2026 – Feb 2026

- Built a CPU simulator modeling registers, memory, and the fetch–decode–execute cycle, with runtime debugging tools

Atari Breakout Remake | *Software Development · JavaScript* Sep 2020 – Nov 2020

- Developed a playable game with custom physics and collision detection; refined it with 20+ student testers

LEADERSHIP

- **President**, Asian Pacific Islander Club — grew it into the largest student organization on campus
- **Club Basketball Player**, Gonzaga University — balancing national competition with a full-time CS course load

COMMUNITY SERVICE

Student-Athlete Mentor & Volunteer | *St. Mary Catholic School* Nov 2022 – Mar 2024

- Served as a student-athlete role model for over a year, leading literacy reading sessions and motivational talks on discipline, teamwork, and academic perseverance for elementary and middle school students

Youth Empowerment Volunteer | *Thrive International* Jan 2025 – May 2025

- Led weekly recreational and sports sessions for multicultural refugee and immigrant youth, helping build confidence and bridge cultural gaps for the local community

Community Volunteer | *The Salvation Army* Feb 2026 – Apr 2026

- Streamlined warehouse operations and restocked high volumes of perishable goods to support food security for the local community

Event Coordinator & Youth Coach | *Hope Solutions* Jul 2023

- Independently planned and ran a community youth sports event from the ground up, organizing logistics, coaching fundamentals, and refereeing scrimmages for neighborhood children

HONORS & AWARDS

- Brother Visitor's Lasallian Award · DAR Good Citizen Award · California Scholastic Federation Seal Bearer

SKILLS

- **Technical:** C, C++, Java, JavaScript, R
- **Business:** Market Research, Pitch Development, Product Design