


# Zackary Hanna

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## EDUCATION

**Hobart & William Smith Colleges (HWS)** | Geneva, NY

Anticipated May 2028

Bachelor of Science: Economics

GPA: 3.4

Minor: Business Management

Honors & Awards: Trustee Scholarship

**Atlantis University (AU)** | Miami, FL

June 2024 – December 2024

GPA: 4.0

## RELEVANT COURSEWORK

*Macroeconomics, Microeconomics, Statistics, Accounting, Financial Markets, Leadership & Strategy, Investments, Statistics*

## RELEVANT EXPERIENCE

**Licom AI** | *CEO & Founder* | Geneva, NY | [Link](#)

November 2025 – Present

- Founded and scaled a custom AI software agency from the ground up, building all core products, internal processes, and delivery workflows while leading a team of 6 across development and operations
- Deployed an AI-powered voice agent and lead management system for a client that generated \$114,000 in new business within the first month by automating speed-to-lead outreach through Facebook integration and GoHighLevel CRM
- Serve as lead project manager across all client engagements, scoping requirements, translating business needs into actionable development tasks, and driving delivery through agile sprint cycles with continuous client feedback
- Specialize in designing agentic AI workflows that map and automate clients' existing standard operating procedures, reducing manual effort and increasing operational efficiency
- Engineering complete CRM systems across the full stack, working directly with clients to understand their legacy processes and delivering purpose-built software that digitizes and streamlines their entire operation
- Mentor and employ 3 university students, providing hands-on experience in AI development and client delivery

**Priority Benefits Group LLC** | *Operations Associate* | Boca Raton, FL

June 2024 – December 2024

- Presented data-driven recommendations to stakeholders, supporting planning and compliance in a fast-paced environment
- Built performance dashboards and conducted financial analysis to track KPIs and deliver actionable efficiency insights

**Hanna & Associates** | *Tax Consultant* | Huntington Beach, CA

October 2023 – June 2024

- Conducted financial analysis using IRS data and Form 433-A filings to evaluate client liabilities, cash flow, and asset positions, extracting data from multiple sources to identify high-value restructuring opportunities
- Applied due diligence methodologies to detect high-value cases based on income trends, expense ratios, and debt capacity, building a foundation in financial data analysis applicable to markets operations

## ADDITIONAL EXPERIENCE

**HWS Colleges** | *Student Faculty* | Geneva, NY

August 2025 – Present

- Worked with faculty to create the college's curriculum on Artificial Intelligence education
- Created coursework and modules that will be required for all students in relevant academic majors

## EXTRACURRICULAR INVOLVEMENT

**HWS AI Club** | *Vice President* | Geneva, NY

August 2025 – Present

- Lead university AI club by organizing hands-on workshops covering emerging AI tools, helping members build practical skills, and stay current with rapidly evolving technology
- Designed and developed custom AI-powered software solutions for faculty, streamlining academic processes and demonstrating applied use cases across departments – [See here for an active solution used by my professor](#)
- Coordinated guest speaker events by leveraging alumni networks and industry contacts to expose members to diverse AI career paths and perspectives

**Atlantis University** | *NCAA Division III Football* | Miami, FL

June 2024 – December 2024

- Carefully balanced a rigorous academic course load with significant athletic time commitments

## SKILLS & CERTIFICATIONS

*Computer:* Advanced Microsoft Excel, PowerPoint, Word, Outlook, Claude Code, AI Tools & Workflows

*Industry:* Computer Science, Financial Modeling, Valuation, Market Data Analysis, Performance Analytics, Quantitative Research

*Coursera Certifications:* CS50X – Harvard (July 2023), Foundations: Data, Data, Everywhere – Google (March 2023), Finance of

Mergers and Acquisitions: Valuation and Pricing - University of Illinois Urbana-Champaign (October 2025)

*Interests:* Motorcycles, Powerlifting, AI, Start-up Culture, Café Enthusiast