

Austin C.

Founder

Canada | [LinkedIn](#)

Founder and operator scaling mobile products and teams. Built First Hundred to 18K+ installs and 4.5-star rating in year one; previously led talent acquisition at Newton Crypto hiring 25+ team members.

EXPERIENCE

Founder
Independent Projects
Built and shipped 6 native iOS applications handling end-to-end development from backend architecture to UI/UX design to App Store launch. Grew a 20,000+ audience across Instagram, YouTube, and TikTok by testing content formats and turning engagement insights into repeatable growth channels.

Jun 2025 — Present
Toronto, ON

Talent Acquisition Lead
Newton Crypto
Partnered with Engineering, Product, Design, Data, and CX leaders to scope headcount needs and manage hiring execution across 2-4 concurrent searches. Designed structured hiring workflows including role intake, interview loops, technical case studies, and candidate communications. Hired 25 team members and planned two external recruiting events with 150+ attendees.

Jun 2024 — Sep 2025
Remote

Founder
First Hundred
Founded and owned product strategy for First Hundred, leading a 10-person contractor remote team across engineering, design, content, and growth from concept to App Store launch. Scaled the app to 18,000+ installs in year one while maintaining a 4.5-star App Store rating. Built an organic growth engine across YouTube, social, and community content, generating 2M+ views and growing a 40,000+ subscriber audience.

Apr 2024 — Present
Toronto, ON

Business Analyst Intern
Accencis Group

May 2022 — Aug 2022

Managing Editor
AEO to Ivey Blog
Rebuilt content operations by recruiting and onboarding 8 writers, setting publishing cadence, and increasing content output and engagement. Managed an editorial pipeline from idea intake to publication, coordinating writers, deadlines, feedback, and quality control.

Apr 2021 — Apr 2022
London, ON

Founder
Full Habits
Launched a consumer product from concept through design, manufacturing, Kickstarter validation, and global fulfillment. Generated \$11K in revenue and raised \$2.5K in startup capital, validating demand before initial production.

Feb 2020 — Aug 2021
Markham, ON

EDUCATION

Western University
Business Administration
Western Scholarship of Excellence recipient; John Dobson Founders Scholarship for Entrepreneurial Excellence and Future Ambition; Morrisette Institute for Entrepreneurship Accelerator for Full Habits

Sep 2020 — Apr 2024

SKILLS

iOS development · product strategy · team leadership · growth · content creation · hiring · talent acquisition · App Store optimization · manufacturing · Kickstarter · fundraising · backend architecture · UI/UX design · editorial management · stakeholder management