

DEVIN DAVIS

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SUMMARY

Entrepreneurial MarTech Management Specialist with 13 years of diverse experience supporting infrastructure platforms, cloud systems, managed services, and progressive technologies. Proactive, self-starter who works collaboratively and diplomatically with a proven track record of performing analytical research and delivering world-class products in fast-paced environments. Excellent verbal, written and interpersonal communications skills with the ability to distill complex topics into concise, engaging materials. A strong project manager who works well independently as well as part of a team. Passionate about providing the best solutions through technology.

SKILLS

- Project Management
- Sales Engineering
- Defining Scope
- Writing & Presenting
- Analytical Research
- Business Development
- Operations
- Strategy & Management
- Mentor & Develop Staff
- HTML, CSS, Javascript
- Agile Environments
- Postgres, NoSQL, AWS

EXPERIENCE

Octagon Sports and Entertainment, *Stamford, CT*

June 2019 - August 2020

Sales Engineer, Project Manager

- Generated 700K in revenues by defining product requirements and identifying opportunities to deliver proprietary SaaS solutions.
- Manage up to six technical projects simultaneously.
- Serve as the lead strategist on select projects by developing the strategy and managing through launch.
- Collaborate with engineering, marketing, insights, legal and finance to set priorities and deliver solutions.
- Communicate technical components such as programming languages, web-based applications, APIs, and analytics to non-technical stakeholders and external audiences.

Tonus Audio, *New York, NY*

July 2017 - May 2019

Founder, Technical Product Manager, Consumer Hardware

- Proactively identified opportunities in consumer audio trends and selected balanced product configurations from a global sourcing outreach to China, Korea, and Europe.
- Built and managed products both hardware and software components such as DSP, Bluetooth, and AI features.
- Maintained documentation and tracked accurate metrics such as the bill of materials and procurement.

PepsiCo, *White Plains, NY*

August 2012 - July 2017

Marketing Analyst, Portfolio Transformation (May 2015 - July 2017)

- Executed a \$1M project budget and facilitated the needs of eight stakeholders including the CMO.
- Innovated and developed beverage concepts with a focus on commercialization and scalability.
- Organized field demonstrations, tested multiple brand concepts in 45 Costco stores, select partners, and eCommerce.

Territory Sales Manager (August 2012 - May 2015)

- Managed a sales team of 12 members and mentored five into promotions.
- Delivered a 17% increase in volume one year followed by a 30% increase in another from key regional accounts.

Zeno Group, *New York, NY* - Account Executive, Samsung & Bacardi

December 2011 - August 2012

MWW Group, *E Rutherford, NJ* - Associate AE, Nikon

August 2009 - December 2011

EDUCATION

General Assembly, *Stamford, CT* - Software Engineering Certification

2019

Harvard Business School, *Cambridge, MA* - HBX CORE Certification

2015

Southern Connecticut State University, *New Haven, CT* - Bachelor of Science in Communication

2007