

# Devin Davis

www.Devin-Davis.com ~ 646.397.9417 ~ Dev.Davis2@gmail.com ~ LinkedIn.com/in/Devin-Davis2 ~ Github.com/DevDavis2

## Brand Statement

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I am a Marketer-turned-Software Engineer. I combine my technical and analytical skills to spot emerging trends, drive teams toward unified goals, and embrace change with a growth mindset. I am eager to utilize all of these skills in my work in tech, harnessing my unique perspective to build exciting new products.

## Skills

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Experienced with programming languages such as HTML, CSS, Javascript, jQuery, React, Angular, Express. Node, Ruby on Rails, MVC, RESTful and NoSQL. Well versed in tools such as Git/Github, Google Docs, Trello, Slack, and Nielsen IRI as well.

## Experience

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*Octagon* | Stamford, CT

June 2019 – Present

### **Tech Experience Strategist - Innovation**

- Lead execution of project lifecycle including the discovery of innovative technology, develop interactive prototypes, testing, and execution
- Lead discussions with Fortune 500 brand teams on emerging tech trends
- Act as a liaison between technical and nontechnical cross-functional members articulating innovative solutions
- Launch on-site sports activations implementing mobile, wearable, web-based API's and data visualization

*Tonus Audio* | New York, NY

August 2016 – May 2019

### **Founder – Technical Program Manager, Consumer Hardware**

- Analyzed audio category trends and insights leading to the creation of an innovative consumer electronics brand
- Managed the product Build Matrix, Bill of Materials (BOM), material procurement, and product configurations
- Drove software implementation for audio (DSP and Bluetooth) and AI (Amazon Alexa) features across multiple teams
- Led cross-functional teams (marketing, product, design, and engineering) to execute business goals

*PepsiCo* | White Plains, NY

May 2015 – July 2017

### **Marketing Analyst – Rapid Innovation**

- Led marketing innovation initiative developing emerging beverage concepts with a focus on entrepreneurship, commercialization and product scalability
- Commercialized Botonics and Fresh n' Crisp (emerging incubation brands) launching in-market tests for retail and e-commerce (Amazon and Boxed.com)
- Managed packaging development of product renders, brand messaging, and product benefits
- Organized field sales demos for emerging brands/SoBe (\$90M) working with sales and marketing teams
- Managed pre-market through post-market sales analysis based on Nielsen and IRI data and provided strategic recommendations per sales trends

*PepsiCo* | Stratford, CT

August 2013 – May 2015

### **Small Format Sales District Leader**

- Coached, developed and managed performance of 12 sales reps, promoting five to new roles
- Increased volume and revenue performance by 30% in a highly visible territory
- Drove superior marketplace execution of regional and national marketing initiatives

## Education

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*General Assembly* | Stamford, CT

June 2019

### **Certificate of Completion, Software Engineering**

*Harvard Business School /HBX CORE* | Cambridge, MA

December 2015

### **Certificate of Completion, Business**

*Southern Connecticut State University* | New Haven, CT

May 2007

### **Bachelor of Science, Communication**