BRADLEY BOYD

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SUMMARY

Highly motivated dynamic leader with 23 years of professional experience with demonstrated ability to lead and inspire teams. Extremely effective in fostering innovation, creativity and developing solution-oriented strategies to ensure world-class service. After leading an extremely talented development team, I have become inspired to change careers to become a Software engineer with ability to learn and collaborate in rapidly changing environments and compositions. Eager to tackle web development/design challenges achieving lasting impacts on user experience.

PROFESSIONAL EXPERIENCE

Set For Marriage, Houston, TX   2007 – Present
Chief Executive Officer (2007 – Present)
- Directed 8 employees in a consumer tech startup company to grow user base from 0 to 25k over 15 years: Managed operations, marketing, production, research, and development.
- Increased quarterly profits by 50% by driving teams to identify new product features.
- Reorganized online marketing team to focus more on customer satisfaction on product features; Gained valuable input that resulted in the redesign of the marketing strategy, increasing ROI by 45%.
- Creates a business analysis team that identified 15+ new potential service offerings related to the company's core strengths.
- Leads the product development team to develop 8 new product features that anticipated unmet customer needs; Gained an additional 5 thousand loyal customers and 15% increase in revenue.
- Works along side marketing team to develop 4 new cross-platform campaigns that raised revenue by 30%.

United Airlines, Chicago, Il   1999 – Present
Airport Operations Performance & Execution (2020 – Present)
- Coordinated with data analytic teams to identify negative trends affecting operational performance and created action plans that improved on-time year over year performance by 9%.
- Partnered with Innovation and Technology teams to evaluate, test, and purchase 25k ramp handheld scanners.
- Analyzed and guided performance to internal annual KPIs and goals and realized 20% improvement year over year.
- Executed initiative to re-engineer process, policy, and procedure to reduce shipments of aircraft tires by 50% in 1-year period that produced a reduction of ramp personnel injuries by 60%.

Airport Operations Operational Standards & Consistency (2018 – 2020)
- Drove internal consulting team of 30 that actualized operational efficiency and performance by 30% in a 2-year period with a 1-million-dollar budget.
- Developed change management program to revamp the training of 15k ramp personnel nation-wide of new operational standards and procedures which resulted in 15% operational improvement.
- Worked with COO leadership team to deliver, monitor, and communicate operational progress on modernization OKRs and operational metrics aligned with CEOs performance and growth strategies.

Airport Operations Aircraft Turn Performance (2017 – 2018)
- Attained a 20% improvement of effectiveness through simplified scheduling and quality.
- Implemented cross departmental strategy and in the process of turning an aircraft which produced on-time performance and OKRs year over year by 12%.

Statistics / Operational Research (2016 – 2017)
- Spearheaded operational data analysis for Houston IAH hub senior leadership team that devised operational solutions through quantitative analysis that directly reduced the mishandled baggage year over year by 4.4%
- Implemented improvements to daily operational strategies, creating a 10% decrease daily gate changes and 4.8% increase in on-time performance.

Airport Operations Ramp Supervisor (2014 – 2016)
- Directed 2,000 ramp personnel at Houston IAH hub who were responsible for loading and unloading baggage, mail, and cargo.
- Provided technical and procedural guidance on daily operation performing to monthly and annual metrics and OKRs.

Airport Operations Ramp Service Employee (1999 – 2014)
- Loaded / Unloaded aircraft with luggage, cargo, and other commodities on all flight operations.

United States Navy, San Diego, CA   1999 - 2004
Information Systems Technician
- Network administrator on USS John C Stennis, aircraft carrier CVN74 of 25 Windows servers and 3,000 desktop workstations.
- Responsible for 25 help desk support personnel.

EDUCATION

University of Houston, Houston, TX   2011
Bachelors - Business Administration; Major in Business Management

University of Texas**,** Austin, TX   2022
Certificate - Coding Boot Camp Program; Full Stack Software Engineer

SKILLS

Marketing	Sales	Project Planning
Management	Business Planning	Microsoft 365
Strategy	Business Operations	B2B
E-commerce	Coaching	Finance

TECHNICAL TOOLBOX

JavaScript	Bootstrap	Web APIs	Model-View-Controller (MVC)	Server-Side APIs
HTML	Node.js	Third-Party APIs		NoSQL
CSS	MySQL			
jQuery	MongoDB			
Express.js	Git	State	MERN	React