

William Steen Bryant

Digital Analytics Professional

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EXPERIENCE

Sharecare Inc.

Atlanta, GA

Analytics Implementation Analyst

Sept. 2016 – Present

- Responsible for owning Adobe Dynamic Tag Management tool and it's roadmap based upon business needs
- Guide marketing analytics and strategy development for new product launches, customer acquisition lifecycle, and retention initiatives
- Track performance of campaigns and analyze impact on profitability via ad-hoc reporting, Solution Design References, and dashboard creations inside Adobe Omniture/Sitecatalyst and custom excel templates
- Work closely with customer analytics team to ingest the SiteCatalyst daily data feed into Vertica data warehouse via Python to help create reports to provide deeper insights like Digital Marketing attribution models

Web Analytics Development Intern

June 2016 – Sept. 2016

- Position focused on website and application tracking, analysis, and optimization for Sharecare properties, as well as strategic data integration and reporting projects for internal stakeholders and marketing programs
- Custom develop and implement unique and standard metrics requirements for Sharecare.com, related websites, and mobile applications.
- Provide desktop and mobile QA testing with Selenium Webdriver, Cucumber.js, and Adobe Alerts to ensure ongoing analytics accuracy
- Respond to ad-hoc quality assurance and reporting requests as dictated by business needs

Auction Management Corp.

Atlanta, GA

Marketing Associate

July 2015 – Feb. 2016

- Conducted market research and developed budget proposals
- Assisted in buying and selling process of assigned properties in rapid disposition of assets by financial institutions, bankruptcy estates, and corporate and individual sellers
- Maintained ongoing correspondence between buyers and sellers during quote process by collecting all requested information from borrower and collecting all bids from lenders

Snake River Brewing

Jackson, WY

Operations Manager

Nov. 2012 – May. 2015

- Responsible for ensuring daily success of Snake River Brewing's 300 seat Brewpub
- Directly supervised 65 employees in all stages of the hiring process, including selecting candidates, conducting interviews and orientations, and created procedures manuals
- Assisted with scheduling, programmed point of sale system, designed and ordered merchandise along with counting physical inventory

EDUCATION

DigitalCrafts

Atlanta, GA

Computer Science and Data Structure

April 2017

- 8 week night course covering CS fundamentals, Abstract Data Types, and algorithm solving using Python

Full Stack Web Development

June 2016

- 16 week, 680 hour, full stack web development immersive course
- Learning through project-based curriculum that focuses on JavaScript/ MEAN Stack and PHP/ LAMP Stack.
- Heavy emphasis placed on Javascript as well as Javascript frameworks (jQuery & AngularJS)

The University of Georgia

Athens, GA

Terry College of Business: Bachelor of Business Administration

May 2009

Major in Real Estate 2015 U.S. News and World Report #4 Real Estate Program

Honors: Full Tuition via HOPE Scholarship, Terry Dean's List