Arun Umapathy

Web Developer + Entrepreneur + DIYer

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Work experience

President - Bull and Bear Institute April 2013 - September 2013

‣ Created and maintained an online educational platform utilizing PHP and MySQL
‣ Worked with Javascript, and JQuery to improve user experience on educational platform
‣ Increased subscriptions from 0 to 300 subscribers
‣ Created marketing strategies via google Adwords, Bing, Yahoo and Yelp
‣ Managed a team of 5 to ensure educational content was being produced and updated timely
‣ Created personal finance and futures day trading curriculum
‣ Cultivated relationships internationally to bolster domestic sales

CTO - Bull and Bear Partners March 2011 - April 2013

‣ Created HTML/CSS websites for business entities under Bull and Bear Partners
‣ Monitored traffic and conversion rates using tools such as Google Analytics, Adwords and A/B testing methodology
‣ Negotiated deals with outside companies regarding partnerships, JV, and mergers
‣ Maintained LAN network integrity and on-site Microsoft Exchange Server
‣ Assisted and oversaw implementation of client and broker software, such as OEC and Multicharts

Business Development - INI Group August 2010 - April 2011

‣ Raised $6 million for various start-ups around the world
‣ Worked with clients on negotiating deals, develop marketing strategies, generate leads, and convert leads to customers
‣ Developed business plans, performas, financial outlooks, PPM's, Investor documents to attract viable investors and keep newly found business on track for success

Education

General Assembly

Web Development Immersive

September 2013 - Present

‣ 12 week full stack web development course

Indiana University

BS Informatics

August 2005 - June 2010

‣ Webmaster - Indian Student Association

Interests

‣ Traveling
‣ Piano
‣ Golf
‣ Web Development
‣ Sports
‣ Bonsai
‣ Saltwater Aquarium
‣ Big data
‣ Gadgets

Skills

Back-End Web Development

‣ Ruby on Rails
‣ PostgreSQL
‣ MySQL
‣ Sinatra

Front-End Web Development

‣ Javascript
‣ Backbone.js
‣ JQuery
‣ HTML/CSS
‣ AJAX
‣ Foundation
‣ Bootstrap

Design Software

‣ Adobe Photoshop
‣ Adobe InDesign
‣ Adobe Illustrator

Management

‣ Git
‣ Pivotal Tracker

Testing

‣ Rspec
‣ Jasmine

Operating Systems

‣ Ubuntu 13.04+
‣ OSX
‣ Windows 7, 8