

# Billy Shih

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206.229.5678

## PROFESSIONAL EXPERIENCE

January 2012 – Present

Ruby on Rails and iOS developer – Entrepreneur <http://www.github.com/bbshih>

- Graduated from Code Fellows, a 2 month intensive boot camp teaching Ruby on Rails and BDD by Andy Sack of Tech Stars
- Won Best Final Project Award with a Rails app that allows people to fill out and submit an application to Code Fellows, gives staff the ability to rate those applications and then accept those applicants into the interview process. <http://github.com/bbshih/appfunnel>
- Self taught iOS developer. Created and published Corgi Fetch for iPhone: <http://bit.ly/GetCorgiFetch>
- App has a 5 star average rating from 27 reviews
- Technical Skills: Ruby on Rails, BDD, RSpec, Git, JavaScript/CoffeeScript, HTML, CSS, Heroku, Objective-C, TestFlight, Xcode, CoreData

May 2011 – Present

Co-Founder – t+j Designs: <http://www.tandjdesigns.com>

- Co-founded t+j Designs, a profitable ecommerce site that has been featured on TV and in print (The Today Show, Access Hollywood, E! News, New York Post)
- Generated over \$350,000 in revenue for 2012. Drove online marketing initiatives, including Facebook and Email campaigns, bringing in 15% of sales and traffic
- Developed website on Shopify and BigCommerce platforms using HTML/CSS/JavaScript

December 2010 – Present

Co-Founder, former CMO – Philanthro (Seattle Chapter): <http://sea.philanthroproductions.org>

- Founded the Seattle chapter of Philanthro, a non-profit, and built it from non-existent to throwing over 10 events/year with a team of 15+ volunteers
- Raised \$15,000+ for non-profits and garnered 100+ hours of community service for NPO's like Ronald McDonald House Charities, DonorsChoose and JDRF
- Lead a website redesign of all of Philanthro's web properties to meet the needs of all chapters of Philanthro, the board of directors and national officers: <http://sea.philanthroproductions.org>

December 2010 – January 2012

Director of Optimization – RealSelf

- Worked closely with CEO and VPs to develop goals, metrics and reports on a monthly/quarterly/yearly basis helping to make RealSelf an Inc. 500 company (Ranked #302 nationally/#6 in Seattle in 2012)
- Formalized product development process to create clear lines of communication and set expectations between development, CEO, Sales VP and Community VP
- Gathered data to generate customer insights, influencing product direction

Sept 2007 – November 2010

Senior Optimization Analyst – Webtrends, formerly Widemile(acquired)

- Commonly delivered conversion lifts of +30%, including a 120% lift for a leading enterprise software lead gen campaign using Webtrends Optimize, an a/b/n and multivariate testing platform
- Managed over \$150,000 of annual revenue in accounts including Microsoft and The Weather Channel

## EDUCATION

University of Washington

Graduated June 2007 with a B.A. in Business Administration (Option: Information Systems)

GPA: 3.63 out of 4.0 - Information Systems GPA: 3.74 out of 4.0

Annual Dean's List for 2005-2006 and 2006-2007