

BRIAN SHANKEN

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Portfolio: <https://bcshanken.github.io/Portfolio/>

CAREER PROFILE

Full stack web developer with 7 years' experience in database management, process optimization, and landing page design with a focus on lead generation. Experienced in working with back-end data for both internal and external users, designing and developing web-based lead generation processes, and building employee databases which optimize procedures. Graduated from Georgia Tech with certification in full stack web development.

Core competencies include both front-end and back-end skills such as HTML, CSS, JavaScript, Node.js, jQuery, OOP, express.js, MySQL, Command Line, Git, Rest API's, Bootstrap, test-driven development, Progressive Web Apps, Agile Methodology, React.js, and MongoDB. Also proficient with the CRM platforms, Pardot and Salesforce; CSMs such as Insight and Mojo; operations management; data processing; reporting and presentations in Microsoft Suite; and lead process development.

CAREER HIGHLIGHTS

- Built a responsive MERN full stack menu application using React.JS with login security through bcrypt password protection. This solution allows a restaurant to operate efficiently and safely during the new regulations of the pandemic. My team was responsible for designing, developing, testing, and deploying the application. We are continuing to develop it and improve the features. Our success during the limited development time was due to our ability to work in short sprints, achieving MVP first and working on additional features after.
- Increased the size of the prospect database by 178%, from 9k to 16k, over the course of two years by introducing landing pages to the marketing process. This generated additional prospects and sales-ready leads by means of prospect engagement, SEO development, and content-driven webpages with prospect-generating CTAs.
- Saved over 3,520 working hours over four years by developing a database to record and present performance on over one thousand customer service agents and their management teams. This system reduced the weekly time spent by 85%, from over 20 hours to 3 hours each week, while providing more detail and offering the capability of weekly custom reporting.

EDUCATION

GEORGIA INSTITUTE OF TECHNOLOGY, Atlanta, GA, 2021
Certification: Full Stack Web Development

VALDOSTA STATE UNIVERSITY, Valdosta, GA, 2013
B.S., Physics, minor in Mathematics and Astronomy

PROFESSIONAL EXPERIENCE

CLEAVER-BROOKS, INC. Thomasville, GA **2017-2020**
Cleaver-Brooks is an international manufacturing company best known for their line of Firetube Boilers and being an industry leader in technology and expertise.

Marketing Operations Manager, 2018-2020

In this role, I was responsible for the technical side of marketing along with the analyst responsibilities. I provided the background assistance to ensure the marketing department functioned smoothly and successfully.

- Created mobile-first landing pages for advertising, events, and document gates using HTML, CSS, and JavaScript
- Developed and tested IT solutions for marketing needs
- Designed and built HTML-based marketing emails that focused on providing clear CTAs and metrics

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- Liaised between the IT department, Contract Developers, and Marketing using an Agile Scrum process to develop business solutions as the company grew
- Modified corporate websites using data-driven decisions for the rental and wholesale parts businesses
- Connected marketing operations to external sales team through CRMs by creating the prospect-to-lead-to-opportunity pipeline
- Maintained and developed a database of over 16k prospects

Market Analyst, 2017-2018

As a market analyst I was responsible for providing the data insights used for evaluating and moving forward with both marketing initiatives and business plans. I was also the marketing expert for both Pardot and Salesforce.

- Monitored SEO and Google AdWords
- Generated reports for marketing advertisements, email campaigns, and engagement programs
- Aggregated company sales performance for all divisions to be presented to the executive board and used for presentation to our holding company
- Paired external and internal data to show company and market projections
- Analyzed website performance for five different corporate websites and provided advisable follow-up actions

DATA SOFTWARE SERVICES, Valdosta, GA

2013-2017

Data Software Services is a solution-driven company that provides data insight to car dealerships around the country. The company performs and follows up with surveys for the dealerships in order to improve customer experience.

Business Analyst

I built solutions for managers who had no technical training to be able to understand and use amassed data.

- Utilized a SQL database for reporting to both internal and external customers
- Analyzed work performance of Customer Service Representatives of the call center
- Performed statistical trend analyses and cost analyses of company promotions
- Presented technical findings and business insights to senior management for use in business decision-making
- Analyzed and modified administrative and managerial processes to save time and improve accuracy
- Entered high volumes of data and created interactive statistical presentations for managers

VALDOSTA STATE UNIVERSITY, STUDENT SUCCESS CENTER, Valdosta, GA

2009-2013

The student success center is an additional instructional opportunity available for all VSU students which provides free personal tutoring and supplies classrooms with supplemental instructors.

Supplemental Instructor, 2011-2013

- Assisted the professors with presenting the course material for trigonometry and astronomy classes
- Performed as a second resource to students through one-on-one office appointments and review sessions for large quantities of students of various learning levels

Peer Tutor, 2009-2013

- Lead over 3,000 private and group tutoring sessions in over 20 mathematics and physics courses
- Helped students prepare for standardized tests—from graduate school entrance exams to Air Force officer exams

VOLUNTEER ACTIVITIES

INTERNATIONAL STUDENT VOLUNTEERS, San Cristobal Norte, Costa Rica, 2010

Volunteer – Participated in a summer volunteer program in Costa Rica, helping lay the foundations for a water tank and pave roads in a developing community while learning Spanish and Costa Rican culture and customs.