

Robert Raines

Robert M. Raines Jr.

310 Jefferson Dr.
Palmyra, VA 22963

276.698.4212

rainesrm@gmail.com

Dynamic, customer-centered leader focused on product development and process improvement. Driven to enhance user experience and maximize customer success. Experienced with Product and Project Management.. Lover of data and the patterns therein. Strategic thinker who sees connections between resources and opportunities. High-energy communicator with the ability to lead by building consensus. High integrity, strong initiative and driven to succeed.

Experience

O2 Media / Editorial Director

June 2014 - PRESENT, Charlottesville, Va.

Responsible for product management and development for offerings to individual investors and broker-dealers and financial advisors; Successfully lead reimagining, redesign and rebuild of core products; Lead development of expanded product leading to 500% increase in subscribers. Lead ongoing efforts to streamline and improve content creation and publication, including automation efforts that resulted in a significant growth in organic traffic; Maintain and expand relationships with, and oversee product development and content production for partnerships with CFRA Research and Argus Research. Serve as point of contact and subject matter expert in relationships with Fidelity Investments, TD Ameritrade, Ameriprise Financial and others. Available to institutional partners for product education targeted toward sales staff or end users.

O2 Media / Managing Editor, marketintelligencecenter.com

Sept. 2012 - June 2014, Charlottesville, Va.

Directed all aspects of content creation and publishing for Marketintelligencecenter.com. Led rethink of publishing goals and associated redesign of website; Increased daily average pageviews by 100% without significant increases in resources. Led efforts to increase content focused on personal finance; Collaborated with internal and external partners to create specialized content and pages for specialized advertising units.

O2 Media / Analyst

June 2011 - Sept. 2012, Charlottesville, Va.

Wrote articles for websites related to investing, the stock market and options trading, met a series of daily and weekly deadlines; Led efforts to recruit outside contributors; Provided customer service by phone, email and live chat, including resolving billing/subscription issues, educating customers about products, services; Provided training in educational topics related to options.

Comcast|Adams & Garth Staffing / Temp. Admin. Assistant, Human Resources

Jan. 2011 - June 2011, Charlottesville, Va.

Clerical and administrative tasks; Researched irregularities in data pulled from

billing and sales systems to assist Comcast security staff with investigations leading to a successful criminal prosecution; Led local efforts in connection with company-wide move to centralize record storage, including checking records for completeness, boxing and coordinating shipping of more than 500 individual files to an offsite vendor.

Comcast|Adams & Garth Staffing / Temp. Accounts Receivable Rep

March 2010 - Dec. 2010, Charlottesville, Va.

Reconciled financial reports; resolved customer billing issues including: researching missing payments, explaining bills, adjusting accounts.

Comcast|Adams & Garth Staffing / Temp. Admin. Assistant, Human Resources

May 2009 - Feb. 2010, Charlottesville, Va.

Clerical and administrative tasks; maintained records of training and disciplinary files of employees; planned events and distributed training materials and signage related to regulatory compliance; coordinated flu shot program offering vaccinations to nearly 500 employees across 17 locations in 3 states.

SNL Financial / News Writer|Reporter

July 2006 - March 2009, Charlottesville, Va.

Wrote original news stories published online in newsletters using a variety of sources including: interviews, conference calls, press releases, government documents and other sources covering the financial industry. Vetted incoming press releases and other documents for news value.

Bristol Herald Courier / Copy Editor|Feature Writer

June 2002 - July 2006, Bristol, Va.

Designed and laid-out daily news pages. Responsible for story and photo selection and headline writing. Participated in daily news meeting to plan daily paper. Wrote human interest and pre-event stories. Designed pages. Selected and integrate new youth-oriented content into newspaper and website. Designed and laid-out pages for various special sections published by newspaper.

Skills

Microsoft Office Suite, Google Suite, WordPress, ZenDesk, Google Analytics, Leadership, MySQL, Javascript

Education

Emory & Henry College / Bachelor of Arts

Sept. 1998 - May 2002, Emory, Va.

Double Major in Mass Communications and History