

# BRIAN J. KING

## Product Owner

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Greater Chicago Area

https://brianjking.io

## EXPERIENCE

### Product Owner & Social Media Strategist

#### DockDogs, Inc

- 2012 - 2017

Chicago, IL

https://dockdogs.com
- Product Owner for Scrum team developing web application which handles event registrations, processes Titles/Rankings, event results, etc.
  - Managed DockDogs Social Media accounts (Facebook, Instagram, YouTube, Twitter).
  - Facebook growth from 800 Likes to 56,000+.
  - Introduced Mailchimp email list and grew subscribers by 72%.
  - Built and maintained DockDogs website using WordPress.
  - Created, instituted, and maintained online DockDogs Standard Operating Procedures and Policies manual built using MkDocs.
  - Implementation of online Standard Operating Procedures & Policies manual decreased 40% of wasteful expenses from prior year.

### Product Owner & Social Media Strategist

#### Dueling Dogs, LLC

- 2015 - 2017

Chicago, IL

https://duelingdogs.net
- Product Owner for Scrum team tasked with developing web application which processes event registrations, Rankings, event results, etc.
  - Delivered web application early and under budget due to use of SCRUM/Agile.
  - Built and maintained Dueling Dogs website using WordPress which integrates with registration system.
  - Managed Dueling Dogs Social Media accounts (Facebook, Instagram, Twitter, YouTube).

### IT & Social Media Consultant

#### The Upbeat K9

- 2016 - 2017

Chicago, IL

https://theupbeatk9.com
- Built and maintained The Upbeat K9 company website.
  - Assisted in management of The Upbeat K9 Social Media profiles (Facebook, Instagram, YouTube, Twitter).
  - Assisted in the creation and management of targeted Facebook lead generation campaigns for newly opened franchise locations.
  - Maintained webserver hosting The Upbeat K9 website.
  - Administrator of G. Cloud (Google Apps for Business) for The Upbeat K9, LLC Headquarters & franchise locations.

## SKILLS

### Agile Web Development Tools (JIRA/Clubhouse/Pivotal Tracker)



### Product Owner/Product Management



### Systems Development Life Cycle (SDLC)



### Business Analysis



### Software Documentation



### Verbal & Written Communication



## EDUCATION

M.Ed -  
Instructional  
Design /  
Technology  
Education

GPA

3.6 / 4

### Bowling Green State University

Date period

B.S. - Visual  
Communications  
Technology &  
Marketing

GPA

3.3 / 4

### Bowling Green State University

2003 - 2007

## EXPERIENCE

### Partner & Social Media Strategist

#### **BADASS Dash, LLC**

📅 2012 - 2016 📍 Chicago, IL

- Built BADASS Dash website (<http://badassdash.com>)
- Managed BADASS Dash Social Media accounts.
- Planned and executed Facebook and Google targeted PPC/CPM display advertising.
- Over 50% of event registrations were converted based on online advertising initiatives.
- Managed all pre-event, live event, and post-event IT initiatives.

### Project Manager & Digital Media Technologist

#### **Digital Media Research Group @ BGSU**

📅 2004 - 2009 📍 Bowling Green, OH

Undergraduate and Graduate Assistantship while at Bowling Green State University. Research and Development of new and emerging technologies including building a distance learning application.

- Served as team's Project Manager.
- Managed an Apple XServe providing web server access and file sharing for BGSU College of Technology students and faculty.

## VOLUNTEER

### Open Source Contributor

#### **Various Open Source Projects**

📅 2014 - ongoing

I contribute testing, write documentation, some code contribution, issue/bug report triage for open source projects such as Home Assistant, Snipe-IT, MkDocs, & Sphinx on GitHub and Stack Exchange.

### Online Communications Chair

#### **American Cancer Society, Elyria Relay For Life**

📅 2012 - 2013

## ACHIEVEMENTS

**+ Boy Scouts of America - Eagle Scout**

## PUBLICATIONS

### Commercial Media Viewing Habits: Digital Natives Versus Digital Immigrants

#### **Bowling Green State University, Master's Thesis**

*Brian J. King*

📅 2009

## REFERENCES

#### **Pradeep Sinha**

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