Brian J. King

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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.

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.

SKILLS

Agile Web Development Tools (JIRA/Clubhouse/Pivotal Tracker)
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Product Owner/Product Management
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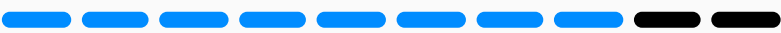
Systems Development Life Cycle (SDLC)
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Business Analysis
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Software Documentation
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Verbal & Written Communication
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EDUCATION

M.Ed - Instructional Design / Technology Education

Bowling Green State University

Date period   GPA : 3.6 / 4

B.S. - Visual Communications Technology & Marketing

Bowling Green State University

2003 - 2007   GPA : 3.3 / 4

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

EXPERIENCE

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, nDeploy, and Sphinx on GitHub and Stack Exchange.

Online Communications Chair

American Cancer Society, Elyria Relay For Life

2012 - 2013

REFERENCES

Pradeep Sinha

Senior Business Analyst @ Tavisca, pradeep.sinha@gmail.com, Phone: +91.976.654.1828

Zach Schneider

Senior Front End Engineer @ NCSA Athletic Recruiting | zachschneider@gmail.com | 773.980.9599

Sean Swearinger

Director of Operations @ DockDogs | Phone: 805.587.0553