

# Brian J. King

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## EXPERIENCE

### Freelance

Brian J King 2017 - Ongoing https://brianjking.io

Provides freelance consulting, web design/WordPress development, social media marketing, & technical documentation writing services.

### 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

Bowling Green State University

2007 - 2009 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

### 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, XTENDWEB, and Sphinx on GitHub and Stack Exchange.

### Meetup Organizer

[Chicago Mechanical Keyboards Community](#)

2017 - Ongoing Chicago, IL

Organize meetups for Chicago area mechanical keyboard enthusiasts.

### Online Communications Chair

[American Cancer Society, Elyria Relay For Life](#)

2012 - 2013

## REFERENCES

Pete Gosselin

Owner, 1Up Keyboards  
(<https://1upkeyboards.com>) 646.407.7124,  
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