

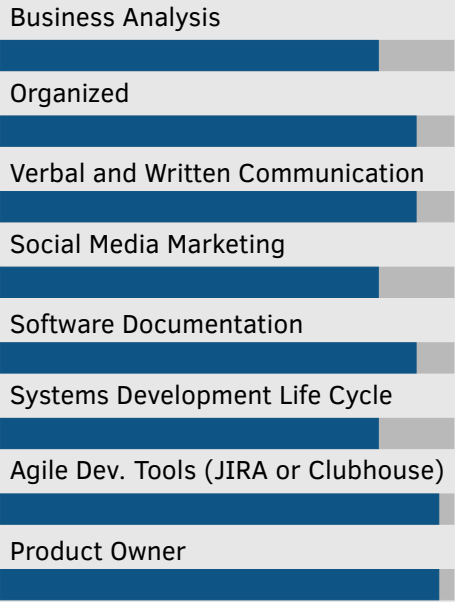


# Brian J. King

Product Owner

- Chicago, IL
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## Skills



## education

- 2007-2009 M.Ed Master's in Instructional Design | 3.62 GPA Bowling Green State University
- 2003-2007 B.Sc. Technology Visual Communications Technology/Marketing | 3.30 GPA Bowling Green State University

## experience

- 2012-2017 DockDogs, Inc. | Social Media Strategist / Product Owner Chicago, IL
  - Product Owner for Scrum team developing web application which handles event registrations, processes Titles/Rankings, event results, etc. Worked with a team of overseas developers.
  - Managed DockDogs Social Media accounts (Facebook, Instagram, YouTube, Twitter). Facebook growth from 800 Likes to 56,000+.
  - Built and maintained DockDogs website using WordPress (<https://dockdogs.com>).
  - Created, instituted, and maintained online DockDogs Standard Operating Procedures and Policies manual built using MkDocs.
  - Managed and analyzed targeted Facebook and Email Marketing Campaigns (PPC/CPM) to promote DockDogs events, sponsorship initiatives and other sales.
  - G. Cloud Administrator for DockDogs Google Apps email, Google Drive file sharing, etc.
  - Linux Server Administrator managing webserver (Apache and NGINX), MariaDB, email, security, etc.
- 2015-2017 Dueling Dogs | Social Media Strategist / Product Owner Chicago, IL
  - Product Owner for Scrum team developing web application which handles event registrations, processes Rankings, event results, interfacing with WordPress website, etc.
  - Built and maintained Dueling Dogs website using WordPress (<https://duelingdogs.net>).
  - Managed Dueling Dogs Social Media accounts (Facebook, Instagram, YouTube, and Twitter).
  - Managed and analyzed targeted Facebook and Email Marketing Campaigns (PPC/CPM) to promote DockDogs events, sponsorship initiatives and other sales.
  - G. Cloud Administrator for Dueling Dogs Google Apps email, Google Drive file sharing, etc.
  - Co-Administrator of Google Cloud Servers.
  - Produced help site documentation for Dueling Dogs participants pertaining to registration system using Sphinx (written in re-StructuredText).
- 2016-2017 The Upbeat K9, LLC. | Social Media and IT Consultant Chicago, IL
  - Built and maintained The Upbeat K9 company website (<https://theupbeatk9.com>).
  - 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 and franchise locations.
- 2012-2016 BADASS Dash, LLC | Social Media Strategist / Partner Medina, OH
  - Built BADASS Dash website (<http://badassdash.com>)
  - Managed BADASS Dash Social Media accounts. Planned and executed Facebook and Google targeted PPC/CPM display advertising.
  - Managed all pre-event/live event and post-event IT initiatives.
- 2008-2012 KIWI Communications, LLC Bowling Green, OH
  - Self-employed freelance work building websites using WordPress, Joomla, and Magento. Additionally, provided some social media services and SEO optimization for small businesses throughout Ohio.
- 2004-2009 Digital Media Research Group | Digital Media Technologist / Project Manager 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.

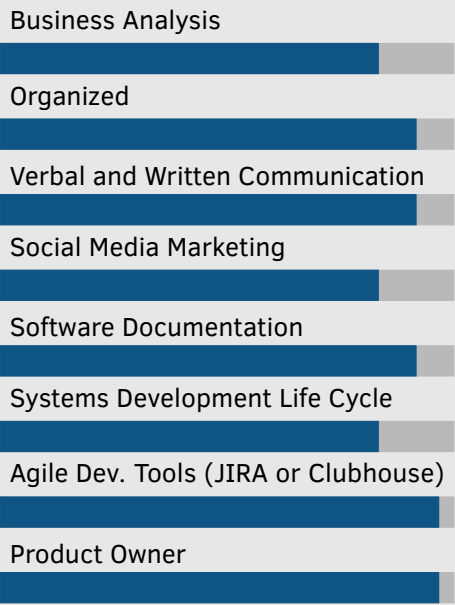


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## Skills



### 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 | zach-schneider@gmail.com | 773.980.9599
- Sean Swearingen - Director of Operations | DockDogs | Phone: 805.587.0553

### publications

2009 Commercial Media Viewing Habits: Digital Natives Versus Digital Immigrants (Master's Thesis)