

COLLIN LAWRENCE

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EXPERIENCE

CO-FOUNDER, Oshin Digital, LLC (Salt Lake City, UT)

10/22 – Present

Disruptive Startup Changing the Face of Web Development and Digital Marketing

- Executed thorough marketing consultations to strategically increase client inbound outreach by 50%
- Designed, hand-coded and copywrote strategic landing pages and websites resulting in double digit percentage increases in inbound leads
- Tactically positioned client value proposition and target audience needs in digital marketing media to increase brand awareness and maximize end-consumer trust

PRODUCT MANAGER, SS&C Advent Black Diamond (Jacksonville, FL)

3/22 – 2/24

Award-Winning Wealth Analytics Platform Reporting on \$2.2 Trillion in Assets

- Owned and directed massive-scale multi-business product integration which boosted end-user productivity by over 700% and also launched us as a competitor in a completely new market segment
- Led product team of six engineers and implemented enhanced agile methodologies including daily standups and regular-interval sprints saving over 200 hours per year and \$67,000 in lost productivity
- Pared down backlog by 50% to enable rapid development of critical products
- Implemented usage analytics to quantify relevance of legacy platform components and remove them as needed to materially reduce ongoing support and development costs by 20%

CLIENT SUCCESS MANAGER, Addepar (Salt Lake City, UT)

9/19 – 3/22

Industry-Leading Wealth Analytics Platform Reporting on Over \$3 Trillion in Assets

- Successfully preserved millions in ARR through strategic planning, analysis, and development of usage metrics early warning system
- Used expert platform knowledge and high EQ skills to prevent churn and upsell clients
- Served as trusted resource to de-risk projects and increase client value recognition through product demonstration, technical consultation and relationship building
- Revolutionized engagement model between account management and services in less than 24 hours
- Deployed and implemented client environments using deep wealth management industry knowledge to ensure clients recognized maximal value from Addepar
- Leveraged high EQ to integrate and coordinate several independent teams to achieve client success

CLIENT ADVISORY ANALYST, Tolleson Wealth Management (Dallas, TX)

10/17 – 9/19

Full Service, Award-Winning Multi-Family Office with Over \$6B AUM

- Utilized financial technology to communicate complex topics to clients, create workflow efficiencies, streamline reporting projects and develop actionable solutions to a variety of client issues
- Leveraged emotional intelligence and financial advisory skills to build strong relationships with clients and effectively integrate five independent departments to achieve superior results in serving client needs
- Consulted with EVP of Tolleson Private Bank on strategic issues and developed custom interest-rate product using Excel modeling and finance acumen

CONSULTING ASSOCIATE, Moss Adams, LLP (Dallas, TX)

8/16 – 10/17

Largest Public Accounting & Consulting Firm Headquartered in Western U.S.

- Utilizing critical thinking, Excel modeling and analytical skills, delivered self-managed projects to successfully increase client profitability
- Executed restructuring projects and developed creative solutions to minimize client losses
- Used business acumen to independently solve critical issues facing firms in a variety of industries

ASSISTANT MARKETING MANAGER, Holtzinger Fruit Company (Yakima, WA)

8/16 – 10/17

Largest Public Accounting & Consulting Firm Headquartered in Western U.S.

- Designed, implemented and oversaw new grower outreach campaign resulting in double digit increase in grower retention
- Pioneered direct to consumer offerings including pioneer the use of consumer focus groups
- Responsible for creation of all digital, print and video assets

EDUCATION

BRIGHAM YOUNG UNIVERSITY, Provo, UT – Graduated 2016

Bachelor's Degree: Emphasis in Business Management

ADDITIONAL SKILLS AND INTERESTS

- **Other Skills & Achievements:** Agile Project Management, React, Javascript, Jira, SQL, HTML, CSS, Tailwind, Gatsby, GraphQL, Confluence, Looker, Git, GitHub, Figma, Adobe Creative Suite, Visual Studio Code, Eagle Scout, Mountaineering Enthusiast