

BRADLEY DAVIS

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SUMMARY

As a web developer with experience in front-end and application development, and a foundation in analytics with a client facing perspective, I thrive when breaking down complex challenges with my analytical mind and empowering the people around me to advocate for the end-user experience. I am a fierce and loyal worker that is always willing to do whatever it takes to get the job done.

TECHNICAL SKILLS

Adobe Analytics Suite, CSS, Context API, Databases, Declarative Programming, Express.js, Git, GitHub, Google Analytics Suite, HTML5, Javascript, jQuery, JSON, Node.js, Object-oriented Program, Problem-Solving, React.js, Restful API, SQL

SELECT PROFESSIONAL EXPERIENCE

Search Discovery, Inc Remote - San Francisco, CA

March 2021 - Present

Analytics Engineer

- Consult with Fortune 500 partners in the eCommerce, Healthcare, Financial Services, Manufacturing, Software verticals to deliver best-in-class digital analytics solutions and insights using Adobe Launch and Google Tag Manager.
- Develop and maintain custom javascript solutions to enhance capabilities of Adobe/Google tagging systems and Analytics suites for client partners
- Lead weekly showcase of development enhancements for various client partners
- Draft technical specifications for client partner's development teams to facilitate their addition of an event driven data layer to their websites, along with creating and maintaining solution design requirement and QA testing documentation
- Configure reporting interfaces for data visualization, custom reports and automated dashboards using Adobe Analytics, Google DataStudio, and Google Sheets
- Provide mentorship, training, and guidance to junior analytics practice hires

A Free Bird Remote - San Francisco, CA

September 2020 - March 2021

Technical Business Associate

- Spearhead the refactor of the organizational website, content, and styling to remove deprecated code, streamline layouts with similar forms and content, and managed a team of six to complete the redesign.
- Create business requirements and architectural documents for the new site structure in addition to the front-end build.
- Worked with Operations Manager to develop IT Workflow documentation, which contained the guidelines on how to use version control, and established a hierarchy of how to present business decisions to leadership.
- Created the onboarding process for new employees. Assessed personal strengths and weaknesses through controlled introductory assignments, and coached 5 new IT members for development standards, best practices and introduced Agile methodologies for future projects.
- Integrated GiveLively and Salesforce NPSP to help monitor Fundraising and Lead generation (prospective donors, prospective tutors, prospective volunteers, prospective ambassadors).

Trilogy Education Services Remote - San Francisco, CA

December 2020 - Present

Full Stack Development Tutor

Mentor four Full Stack Development students through code review and project preparation, while providing constructive feedback with weekly 1-on-1 sessions, tracking of each session with student, and moral encouragement for the following topics:

- Programming languages and frameworks such as HTML, CSS, JavaScript, jQuery, Responsive Design, Bootstrap, ReactJS
- Working with databases, server-side languages and libraries like MongoDB, MySQL, Node, Express and ORMs
- Version control (Git, Github) and deployment servers such as Heroku

Ted Broomfield Law, P.C. San Francisco, CA

December 2018 – March 2020

Independent Consultant, Business Operations & Paralegal

- Created, analyzed, and audited legal documents; case and applicable case-law research; maintained case calendar; tracked billable hours, P/L, and payroll for practice carrying between 15-20 active cases

Fairygodboss

February 2018 – April 2019

Independent Consultant, Sales Operations

- Defined territory/vertical strategy and sales targets by analyzing sales performance data and forecasting trends, designing and generating custom reports within Pipedrive and Salesforce, revamping and tailoring CRM, researching and identifying potential leads
- Increased productivity of Sales Director by 20%

Wilshire Associates, Inc Jersey City, NJ

December 2010 – November 2017

Analytics/Client Service Manager

- Team lead of 6 analysts for top account in Division (out of 97 accounts), responsible for 18% of annual revenue, providing client reporting solutions, consistently delivered before deadlines
- Migrated reporting operations from central database for custodial client to dedicated environment, increasing efficiency 300%
- Pre-sales consulting for sales/marketing teams, design specification documents for code enhancements, coordinate efforts for marketing and documentation library
- Coordinated all reporting for Strategic Alliance partner covering 61 portfolios with NAV over \$40B
- Leverage return and factor models to decompose portfolios by interest rate, region, sector, quality and covariance
- Specialized in investment analytics solutions - reporting, implementation, training for Division
- Top global performer in issue resolution – 2012, 2013
- Reconciled risk and performance data using proprietary fixed income analytics software for client investment operations

EDUCATION

University of California, Berkeley Extension, San Francisco, California
Certificate, Full Stack Developer Program

State University of New York - Binghamton, Binghamton, New York
Bachelor of Arts in History, Cum Laude

SPECIAL INTEREST

48 Countries Travel

Avid builder and tinkerer - Ikea Build Master

New York Magpies, Australian Rules Football Club New York , New York