Eric Conway (E.J.)

**P:** 443-632-6422 eaconwayjr@gmail.com [ejconway.com](http://ejconway.com) [LinkedIn](https://www.linkedin.com/in/eric-conway-a1bb675b/) [Github](https://github.com/eaconway)

SKILLS React/Redux, JavaScript, Ruby on Rails, HTML, CSS, Node.Js, Express JS, MongoDB, PostgreSQL, SQLite

PROJECTS

**AirbnAnime** | *(React/Redux, Rails 5, ActiveRecord/ActiveStorage (AWS), Google Maps, AJAX)* [**live**](https://airbnanime.herokuapp.com/) **|** [**github**](https://github.com/eaconway/Airbnb-Clone)

* Implemented custom React components to dynamically filter and show requested homes based on user input
* Leveraged the Google Maps API to allow users to view and create listings
* Implemented booking system to validate bookings against blackout dates through backend validations

**The Last Explorer** | *(JavaScript, Canvas, Animation)*  [**live**](https://lastexplorer.netlify.com/) **|** [**github**](https://github.com/eaconway/lol-horde)

* Developed in-game physics engine to handle unit collisions, simulate gravity, and mimic air resistance by using line segment intersection packages to determine collision logic
* Created game controls to pause, play, and reset the game using DOM manipulation methods
* Utilized JavaScript’s requestAnimationFrame function alongside timestamp data to normalize rate of movement across browsers and machines

**WhereThePartyAt**| *(React/Redux, Mongo DB, Express JS, Node.js, Websockets, Third-Party Maps API)* [**live**](http://18.215.47.11/#/) **|** [**github**](https://github.com/eaconway/wtpa_flex)

* Developed websocket integrations to allow users to discuss events in a live forum by using Socket.io to emit and receive messages
* Built React caching system to optimize lookup time by storing recent searches in React State and comparing against stored information before querying backend

EDUCATION

**Yale University** - *BS Economics, 2011-2015*

**AppAcademy**  - 2018 - Joined August Cohort to sharpen web development skills

EXPERIENCE

**Program Manager - Marketing Attribution** Redwood City, CA

*Electronic Arts - EA Sports* Nov 2017 - Aug 2018

* Delivered global media uplift to CMO/marketing leadership based on EA’s past, major campaigns, including Madden and FIFA, proving incremental effect of dollars spent
* Led Attribution program strategy as primary POC and functional subject matter expert around both Multi-Touch Attribution and Last-Touch Attribution, assessing gaps, risks, and opportunities
* Built Attribution scripts and data ingestion promos for use on Multi-Touch Attribution
* Managed workflow and scope definition, pathing roadmap for operationalized Attribution
* Managed exec conversation, ensuring program positioned answer the right, cross-functional goals
* Supported and owned reporting and status updates across exec leadership and CFX partners

**Global Paid Media Strategist** Redwood City, CA

*Electronic Arts - EA Sports* Jan 2016 - Nov 2017

* Effectively led global paid media strategy to achieve brand building initiatives across new EA IPs and veteran franchises, incorporating solutions around credibility, awareness, franchise loyalty, and game quality
* Collaborated with cross-function groups to develop integrated global media flighting, plan, execution,and reporting, spanning 25 countries for various EA titles, across NBA, UFC, NHL, Need for Speed
* Led media testing initiatives across titles, focusing on internal KPIs, and developed actionable insights
* Worked closely with both Ecommerce/Live services-based campaigns and offline conversion-based products
* Vetted and onboarding new social buying platforms for rollout throughout greater team

**Global Paid Media Buyer** Redwood City, CA

*Electronic Arts - EA Sports* June 2015 - Dec 2015

* Expert buying experience around Social media across Facebook, Twitter, Instagram, and YouTube with proficient experience with Programmatic media, and Search media, across Google, Yahoo, and Bing (Madden, UFC, FIFA)
* Analyzed and recommended action-based on media engagement and in-game behaviors