Eric Conway (E.J.)

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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 dynamic home search components to filter and show only requested homes by leveraging a Google Maps API and making Restful API calls to local backend, based on React State
* Implemented booking system to ensure only valid bookings alongside blackout dates through backend validations, specific to time of booking

**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 an event in a live forum by leveraging Socket.io to emit/receive messages from React frontend and calolog messages in Express.js/Node.js backend
* Built React caching system to optimize lookup by storing recent searches in React State and leveraging previous information before pinging local backend

**League of Horde** | *(JavaScript, Canvas, Animation)*  **live | github**

* Developed in-game physics engine to handle unit collisions, simulate gravity, and mimic air resistance by leveraging line segment intersection packages to determine collision for both direct and indirect collisions
* Utilized JavaScript’s requestAnimationFrame function to create animations on an HTML5 Canvas element in order to achieve a sleek UI and engaging graphics for a wave-based game.0

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