

# Evan Besser

## About Me

Results-oriented professional, passionate about startups, technology, disruptive thinking, and challenging the status quo.

Experience in web development, product management, user experience design, strategic consulting, business development, financial due diligence, and managing on/off-site developers.

## Education

**Brown University** Class of 2011  
**B.A. Business Economics**

Area of Focus: Entrepreneurship  
Varsity Squash Team – Captain '11

**University Of New South Wales**  
**Semester Abroad**

Alongside studies in Environmental Economics and Public Finance, learned to Skydive and White-Water Raft and got SCUBA certified

## Skills/Interests

### Technical

Ruby on Rails | TDD | PostgreSQL | Javascript | AJAX | jQuery | Backbone.js | HTML/CSS | API Integration | Git/Github | Heroku | Pivotal Tracker | Sinatra | Google Analytics | JIRA | Balsamiq Wireframing | SharePoint | Visio

### Hobbies and Interests

Startup/Technology Trends | Squash | Tennis | Golf | Documentaries | Licensed EMT

## Contact

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## Experience

### General Assemb.ly

New York, NY

Web Development Immersive Program

2013 - 2014

12-Week, full-stack web development program

- Designed, developed, and deployed Ruby on Rails applications

### ConnectEDU

Boston, MA

Associate Corporate Consultant

2012-2013

Provided strategic consultation to the "I Have A Dream" Foundation alongside ConnectEDU's CEO and executives in an effort to expand their reach to low-income students and ensure long-term organizational sustainability

- Created, presented, and received approval of a 3-year strategic plan including updated KPI's, staffing model, and growth plan
- Analyzed organization's finances resulting in annual operational savings of >\$300K (~20%) while drastically increasing investment in growth-enabling technology
- Assessed organization's business model and performed in-depth SWOT analyses through discovery sessions with staff, franchisees, and impacted students

### ConnectEDU

Boston, MA

Product Analyst

2011-2012

Collaborated with product managers, business managers, and technical writers to develop innovative solutions for new products and used analytics and qualitative data to enhance legacy products

- Managed annual budget of \$50K for freelance web development and design; directed team of one full-time and four off-shore employees
- Ran usability and content-related A/B tests and studied customer surveys to increase student conversion and retention
  - Wrote technical and business requirements for any recommendations to be incorporated into product roadmap
- Organized weekly, cross-functional meetings to discuss functionality improvements and long-term product vision as related to market demand and ConnectEDU's competitors

## Development Projects

### [instaGrab](#) Add It. Share It. Grab It

The easiest way to save, share, and discovery content from the web

- Solo project built with RoR, JS, and Backbone.js
- Includes bookmarklet built in Javascript

### [Vitriol](#) A Platform For Arguing On The Internet

Post or join a discussion and take a specific side of the argument. The side with the most traction wins!

- Group project built with RoR and raw Javascript AJAX calls (no JS framework)

### [Adoptir](#) Discover and Review The Startups You Love

Find new startups based on desired industry. Endorse the ones you've tried. Review the ones you love.

- Powered by Angellist's API