# **Evan Besser**



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.

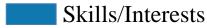


# **Brown University** Class of 2011 *B.A. Business Economics*

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 became SCUBA certified



### **Programming Languages**

Ruby | JavaScript | HTML | CSS

### **Web Frameworks**

Ruby on Rails | Sinatra | Backbone.js | jQuery

### **Other Technologies**

RSpec | PostgreSQL | AJAX | API Integration | Git/Github | Heroku | Pivotal Tracker | Google Analytics | JIRA | Balsamiq Wireframing | SharePoint | Visio

#### **Hobbies and Interests**

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





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## Experience

### **General Assemb.ly**

**New York, NY** 

Web Development Immersive Program
12-Week, full-stack web development program

2013 - 2014

• 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 user analytics 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 discover 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