

# William Stewart Stephens

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## Professional Experience

### Co-Founder, BeerMenus Inc. – Brooklyn, NY, March 2008 - Present

I've spent my career working at BeerMenus, a self-funded B2B2C SaaS business I created with my brother. BeerMenus is the largest platform for locating craft beer with >40,000 participating businesses worldwide and millions of craft beer fans visiting each month. While running BeerMenus I've worn a lot of hats. In addition to the roles below, I oversee company strategy, company culture, and everything else it takes to get a startup off the ground.

#### 2013 - 2018: Head of Customer Success

- Wrote the company content style guide to ensure a unified voice to customers.
- Created a knowledge base to provide self-serve help with a focus on screencasts.
- Worked with the product team to integrate customer usage data into our CRM for email and phone campaigns to ensure customers are on track to be successful.
- Collaborated with the product team to develop and launch our analytics tool to help customers track their success and to communicate the value BeerMenus provides.
- Scaled Customer Success team to 4 members and established processes for hiring, onboarding, training, and evaluation.
- Developed a new digital display product to allow bars to display live beer menu content on TVs instead of chalkboards, which increased revenue by >30%.
- Established partnerships with Wordpress and Squarespace to gain whitelisted status for our widgets.

#### 2010 - 2013: Head of Sales

- Created a display ad product and sold it directly to bars and restaurants on BeerMenus in all of our major markets (NYC, Chicago, San Francisco, LA, Philly).
- Developed and sold our SaaS product, which allows bars to embed their menu on the beer section of their own website and automatically push updates to social media.
- Grew MRR to >\$40,000 MRR as the sole full-time employee.

#### 2008 - 2010: Head of Support

- Launched BeerMenus in 2008 as a proof-of-concept product.
- Interviewed hundreds of bar owners to learn what they wanted BeerMenus to offer and relayed this information to our developers who continually improved the product.
- Answered all inbound emails and phone calls and helped thousands of early adopters grow their businesses by promoting their craft beer selection on our platform.

## **Founder and Full Stack Developer, GoodStreams - Brooklyn, NY, October 2018 - present**

- Created GoodStreams to learn full stack web development.
- Developed backend with Node.js and Express.
- Designed frontend with React and Bootstrap.
- Employed Redux for app state management.
- Setup user authentication with JSON Web Token.

## **Technology Experience**

HTML • CSS • Bootstrap • Javascript • React • Redux • Angular • Github • MongoDB • Express • Node • HelpScout • Intercom • Drift • Basecamp • Trello • Asana • Profitwell • KissMetrics • Sendgrid • Mandrill • Mailgun • Heroku • Netlify • Wordpress • Squarespace • Wix

## **Education**

### **Hack Reactor**, New York, NY

Summer 2018. Full-time web development immersive with >500 hours of full stack web development and computer science.

### **Cicerone Certification Program**, Chicago, IL

December 2015. Achieved status as a Certified Cicerone® passing the rigorous 8-hour exam.

### **Dickinson College**, Carlisle, PA

Bachelor of Arts, May 2006. Major in Policy Studies and minor in Environmental Studies.