William Stewart Stephens

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Professional Experience

Co-Founder & Head of Customer Success, BeerMenus Inc. – Brooklyn, NY, March 2008 - Present

- Created the company business plan and established the corporation.
- Developed and executed product strategy, sales, and support.
- Scaled business to >$40,000 MRR as the company's sole full time employee.
- Instituted company structure, hiring a CTO and Head of Sales to scale the business with product improvements and a high-touch sales process.
- Created the Customer Success team to focus on retention consistently keeping churn below 1%.
- Built the digital display product to allow bars to display current beer selection on TVs combining Chromebit hardware with a live feed of data from BeerMenus. Created and documented the installation process, support procedures, and customization and branding options.
- Oversaw the organization, data integrity, and moderation of the database of >200,000 beers, which receives >2,000 new beers per week that each require data entry, moderation, and merging.
- Spearheaded company culture, organizing co-branded collaboration beer brewing sessions with popular craft breweries.
- Achieved status as a Certified Cicerone® and BJCP Recognized Beer Judge to establish ourselves as authority figures and thought leaders in the space.

Litigation & Technology Paralegal, Sills, Cummis, and Gross P.C. – Newark, NJ, March 2007- March 2008

- Architected multimillion document electronic databases to allow document review teams to run complex searches on case files and deposition transcripts for class action lawsuits.
- Organized case files for senior partners.
- Served as firm specialist in designing PowerPoint presentations for use in court.

Paralegal, New York City Law Department - Special Litigation Unit – New York, NY, Summer 2006- November 2006

- Organized case files for trial attorneys in the department with the highest profile cases.
- Drafted case abstracts, notices of motion, notices of entry, and filed documents in court.
- Analyzed deposition transcripts and drafted digests.
- Researched expert backgrounds and assisted with document discovery.
- Performed legal research using Lexis Nexis and Westlaw.

Intern, U.S. Environmental Protection Agency - Office of Air and Radiation – Washington, DC, Fall 2004

- Received monetary grant from EPA to participate in Best Workplaces for Commuters program geared toward encouraging companies to use rideshare programs.
- Interviewed Fortune 500 company members to learn how to run a successful rideshare program and improve best practices.
- Drafted briefs detailing successful rideshare programs including case studies and recommendations for innovative funding techniques.

Department Webmaster, Dickinson College Environmental Studies Department – Carlisle, PA, 2003-2004

- Overhauled existing department website to make it easier to navigate and add new student content.
- Updated and maintained graphics and student content to keep website current.

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.

Dickinson College, Carlisle, PA
Bachelor of Arts, May 2006. Major in Policy Studies and minor in Environmental Studies.