

James Lochran
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Profile: <https://www.linkedin.com/in/jameslochran>

Background Summary

- Developed innovative data analysis applications for Fortune 500 clients
- Extensive knowledge of software development and deployment strategies
- Python enthusiast – view my portfolio at <http://jameslochran.000webhostapp.com>

Professional Experience

EarthShift Global

Kittery, ME

Sales and Product Management

August 2015 – May 2018

Gathered and translated business requirements into technical MVP specifications for an innovative new software product leveraging cutting-edge data-science tools and techniques to disrupt the market incumbents.

- Completed MVP (minimum viable product) release for new cloud-based software solution
- Completed North East CleanTech Open (Boston) program
- Awarded two seed grants from the State of Maine Technology Institute

41Interactive

York, ME

Director of Digital Marketing, Sales and Product Management

September 2014 – May 2017

Developed innovative sales and marketing solutions for small and medium businesses leveraging Customer Relationship Management and Marketing Automation. Worked directly with clients and partners to transform organizations web presence into a lead generation machine by implementing the tools and processes to cost effectively increase lead conversions and drive sales.

- Optimized web metrics (page views, click through rates, conversion rates)
- Developed multi-channel online content strategies
- Streamlined conversion to revenue workflows

EarthShift LLC

York, ME

Sales and Business Development manager

March 2012 to September 2014

Led all EarthShift's sales and business development activities with new and existing clients as well as working with leadership to develop strategic plans for growth and expansion.

- Implemented lead conversion to revenue workflows leading to an 20% increase in sales
- Guided pricing strategies to help win business while optimizing margins
- Expanded company product and services portfolio to address changing business requirements

OnPlane Inc.

Portsmouth, NH

Co-founder

March 2010 to March 2012

Developed OnPlane's patent pending social media and real-time web content aggregation service (P.A.L.), and behavior analysis engine.

- Developed multi-platform (mobile, tablet, desktop) application for real-time content aggregation
- Executed content and lead generation activities to grow subscriber base from 0 to 40,000 users
- Conducted extensive UX reviews to refine product design and roadmap

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Computer Associates Inc., Portsmouth, NH

Executive Advisor – IT Transformation

April 2005 to March 2010

Led executive workshops to create alignment between the customer's business / technical objectives and CA's suite of technology solutions

- Executed CIO workshops at numerous accounts resulting in multi-million-dollar contracts to CA
- Developed and presented technical solutions encompassing CA technology – Desktop Management, Systems (Physical and Virtual) Management, Application Management, Network Management, Identity and Access Management.

Professional achievements

Computer Experience / Certifications / Courses

- Python / React / Django / Flask / Dash / Plotly / Git / Bootstrap
- Udemy – Interactive Python Dashboards, Python Mega Course, Python for Data Science and Machine Learning Bootcamp, React Fundamental Front-end Developers
- CRM / Marketing Automation - Hubspot, Salesforce.com, ZOHO CRM, Constant Contact, Survey Monkey
- CMS platforms – Joomla, Wordpress, Drupal, Django
- Marketing Analytics – Google Analytics, Tableau software, Hubspot, ZOHO
- Office applications – Microsoft Word, Excel, Powerpoint, Quick books
- Six Sigma Yellow Belt certification with focus on Lean process engineering
- Pragmatic Product Marketing - Practical Product Management
- Pragmatic Product Marketing - Pragmatic Road mapping

Education

- **Bachelor of Science in Business Administration**, University of New Hampshire - Whittemore School of Business, 1991