

JARRETT DAVID GLINER

1217 East Cota St. | Santa Barbara, CA, 93103 | jarrett.gliner@gmail.com | (858) 882-7322

EDUCATION

University of California, Santa Barbara

B.A. in Psychology With Minor in Applied Psychology

- Certification in the Technology Management Program

Goleta, CA

June 2014

WORK EXPERIENCE

FindTheBest

Associate Project Manager

Summerland, CA

April 2014 – June 2015

- Managed and grew *specout.com*, a flagship product, from 640k to 1.5m monthly sessions (130%) while improving engagement metrics (e.g. Time on Page, Bounce Rate) by 10%
- Served as a stakeholder for various cross-team initiatives focused on user experience and monetization
- Utilized MySQL and ETL methods to maintain a constantly-updating database of 25 tables and ~150,000 rows
- Leveraged Kickstarter's API feed and transformed over 200k data points into a consumer-facing product with ETL methods and JavaScript
- Employed SEO strategies to achieve and maintain first page rankings on Google SERP
- Managed three outsourcing teams in Pakistan and the Philippines

FindTheBest

Affiliate Partnership Intern

Summerland, CA

January 2014 – April 2014

- Utilized affiliate networks such as Commission Junction to monetize content across ~300 topics
- Built relationships with off-network affiliate partners through email outreach resulting in affiliate coverage to 135 additional products
- Rolled up and reported all affiliate revenue using Excel Pivot Tables

WorldViz

Marketing Intern

Santa Barbara, CA

September 2013 – January 2014

- Designed flyers and other print media for trade shows
 - Wrote both general and cross-market press releases for new products
 - Managed company YouTube channel and created compilation videos of product demos
 - Developed company website on WordPress and wrote newsletter pieces and client case studies
-

SKILLS, AFFILIATIONS, AND INTERESTS

Technical Skills:

- Proficient with Microsoft Office Suite, Pentaho Data Integration, MySQL, SQL Pro, Google Analytics and Webmaster Tools, HTML, CSS, and Adobe Creative Suite (especially Photoshop)
- Some experience with Python, AppleScript, Unix, and JavaScript
- Strong knowledge of computer hardware, components, and PC building

Other:

- Public Relations Chair of Sigma Pi (ΣΠ) Fraternity – Alpha-Omicron Chapter
- World Martial Arts Ranking Association Second Degree Black Belt and Martial Arts Instructor Certification
- Interested in football, golf, ping-pong, fencing, cooking, guitar, music production, and graphic design