

Douglas J. Wright

225 Fell St, #19
San Francisco, California 94102

(323) 206-8549
mrdougwright@gmail.com

OBJECTIVE: Online marketing expert seeking junior engineering role. Data driven decision maker with pure focus on execution and get it done attitude. Leverage current engineering and marketing experience to build great things!

ENGINEERING EXPERIENCE:

New Relic, San Francisco

Current

- Attend daily standups with engineering team
- Contribute code changes using GIT--branches, pull requests, merges, etc
- Implement API integrations with analytics and testing tools--Optimizely, Google Analytics, Mixpanel, etc.

Bloc Dev Bootcamp, San Francisco

2011-2012

- Learned Ruby on Rails framework as well as JavaScript, CSS and HTML

Codecademy, New York

2010

- Completed all CSS, HTML, Ruby and JavaScript lessons
- Became beta tester for new lesson plans
- Asked to accept company award for nomination at the 2013 Crunchies

MARKETING EXPERIENCE:

New Relic, San Francisco

Current

CONVERSION OPTIMIZATION MANAGER

- Own analytics, SEO and A/B testing for conversion
- Created and implemented over 100 website tests with a 40% win rate and an increase in sign up conversions by over 30%
- Created a testing plan and learning center to gain insight into every test
- Implemented SEO techniques to ensure steady traffic during transition of launching new website

Get Satisfaction, San Francisco

2011-2012

FREEMIUM MARKETING MANAGER

- A/B tested plans pages to increase signup conversion rate by 12%
- Reduced churn by 5% after evaluating customer feedback and implementing product improvements
- Work with product manager and UX director to enhance product features to meet market requirements
- Create, deploy and analyze email campaigns and other outreach marketing efforts

99Designs.com, San Francisco

2010-2011

MARKETING MANAGER

- Responsible for creating all 99Design videos to increase user engagement metric by 10%
- Developed outreach program with community designers to increase retention and reduce attrition metric by 5%
- Initiated A/B Testing to increase conversion (relevance from PPC) by 15%

EDUCATION:

Santa Clara University, Santa Clara
BACHELOR OF SCIENCE, BUSINESS

2003

Academy of Art University, San Francisco
MASTER OF FINE ARTS

2008

TECHNICAL SKILLS:

Expert: Marketo, Salesforce, Final Cut Pro, Photoshop, PowerPoint, QuickBooks, Database Tools, CRM systems. Skilled in HTML, CSS, JavaScript, & Ruby

LINKS:

Code examples: <http://doug.io> Blog: <http://dogwithrug.com>