

# Douglas J. Wright

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Ex-marketer turned Ruby on Rails Dev who now enjoys functional programming in React. Full stack dev with a love for data-driven decisions, including A/B testing, analytics, and kanban-driven tech cycles. I've worked at small and large startups with several different business initiatives and tech stacks.

## EXPERIENCE:

### Participant Media, Los Angeles

2016-Present

#### **SR SOFTWARE ENGINEER**

- Overhaul Rspec test suite for Rails 4 application
- Build article query API for Apache Solr database
- Reduce technical debt, code complexity and squash bugs!

### Bedside, Los Angeles

2015-2016

#### **HEAD OF ENGINEERING**

- Lead engineering team and HIPAA security & certifications
- Designed architecture and built out Rails 4 web app and Ionic mobile app
- Built API for a Health Data company using Ruby and SQL Server

### CommitChange, Oakland

2014-2015

#### **DIRECTOR OF PLATFORM**

- Responsible for product development & direction as well as marketing analytics & growth
- Backend and Frontend engineering, using custom JavaScript libraries and Rails
- Integrated marketing technologies and APIs, such as CustomerIO, FullContact, CloseIO, & GA
- Introduced in-house scrum development planning and product roadmap

### Bloc, San Francisco

2013-2014

#### **SOFTWARE ENGINEER**

- Backend and Frontend engineering, with focus on TDD and Ruby on Rails conventions
- Built the coupon referral program, CRM API integrations, and analytics dashboard
- Worked closely with Dir. of Marketing to design, track and implement A/B optimizations
- Experience in Ruby, Rails, AngularJS, Customer.io, Segment.io, Mixpanel, Optimizely and GA

### New Relic, San Francisco

2012-2013

#### **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 20% conversion lift
- 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 creating product improvements
- Work with product manager and UX director to enhance product features to the market
- Create, deploy and analyze email campaigns and other outreach marketing efforts

<b>EDUCATION:</b>	Santa Clara University, Santa Clara <i>BACHELOR OF SCIENCE, BUSINESS</i>	<b>2003</b>
	Academy of Art University, San Francisco <i>MASTER OF FINE ARTS</i>	<b>2008</b>
<b>TECHNICAL SKILLS:</b>	Ruby on Rails, PostgreSQL, mySQL, Git, React, JavaScript, ES6, Database Tools, CRM systems, Salesforce, Optimization Tools.	
<b>EXTRA:</b>	Wrote a Ruby book for kids: <a href="http://rubykin.com">rubykin.com</a> Coding blog: <a href="http://dogwithrug.com">dogwithrug.com</a> Projects: <a href="http://doug.io">doug.io</a>	