

Taylor Oliphant

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Summary

Kindness-driven MBA with a passion for science, technology, and the arts. Equipped with a diverse skill set in web development, AI development, e-commerce strategy, and project management. Highly motivated to drive meaningful change and make a positive impact through innovative solutions and hard work.

Core Competencies

- Web Development
- AI Development
- Business Intelligence
- ROMI Optimization
- Project Management
- Business Writing
- Content Creation
- Strategic Planning
- Budgeting & Forecasting
- Process Improvement
- Quality Assurance
- Training & Coaching

Employment History

Business Analyst | 2022 – Present

Briteskies | Specializing in e-commerce solutions, data analysis, and strategic planning

Clients include: United Wheels, Broan NuTone, Hawkridge Systems, and more.

- Lead the analysis of business requirements for Magento e-commerce solutions, consistently saving clients tens of thousands annually by ensuring best practices are implemented.
- Collaborate closely with development teams, UI/UX designers, and clients to design and implement Magento-based solutions that enhance user experience and boost sales.
- Partner with stakeholders to optimize online stores, focusing on custom module development, performance tuning, third-party integrations, and strategic business planning.
- Implement and oversee rigorous QA processes using Jira, ensuring all development tasks meet quality standards and project requirements while effectively managing issue tracking and resolution strategies.

Full Stack Web Developer and Marketing Consultant | 2002 – Present

Freelancer | The A-Z of web development and internet marketing

Clients included: E-Trade, Morgan Stanley, Charles Schwab, Discover Brokerage, Paramount, SunPower, One Million Lights, Rotary International, Give Power Foundation and more.

- Crafted and implemented tailored AI marketing strategies for high-profile clients, utilizing SEO, PPC, and data analytics to achieve over a 70% increase in conversion rates.

- Led globally dispersed teams to deliver web development and marketing projects, consistently upholding high standards and exceeding client expectations.
- Directly contributed to content creation and coding, ensuring adherence to industry best practices across all projects.
- Partnered with stakeholders to develop solutions that aligned business objectives with user needs, driving mutually beneficial outcomes.

Previous Professional Experience

Bond Resources | VP of Integration and Design | San Mateo, CA

Mexitel Communications | IT Manager | San Mateo, CA

Refract Media | Web Developer | Los Gatos, CA

Computerware | Sales Agent | San Mateo, CA

Education

Purdue University | Master of Business Administration | 4.0 GPA | Alpha Alpha Alpha, The Society for Collegiate Leadership & Achievement

Excelsior University | Bachelor of Science in Liberal Arts (Sociology and Applied Statistics) | 3.87 GPA | Magna Cum Laude

Harvard University | Leadership and Communication Professional Certificate

University of Pennsylvania | AI for Business Professional Certificate

Lund University | AI & Law Professional Certificate

Awards and Accomplishments

- Helped generate millions in revenue by innovating Magento-based e-commerce solutions.
- Garnered a 1000% increase in social media followers for several academic thought leaders.
- Developed news tracking software for nonprofit organizations, similar to business intelligence news aggregation services, at the Robert L. Lewis Academy of Scholars.
- Managed marketing for the Solar Maasai Project, which built a solar power station providing electricity to the Emprukel Valley of Southwestern Kenya.
- BondResources.com was awarded Best Bond Site by Money Magazine.
- Systems developed for Mexitel Communications were prominently featured in The Wall Street Journal.
- Launched Refract Media as a kid at Steve Wozniak's house, developing websites for well-known Silicon Valley businesses and individuals.