

RYAN URIE

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SUMMARY OF QUALIFICATIONS

Well rounded Internet professional with a broad scope of knowledge from business perspectives to hands on web development, project management, online advertising, and affiliate marketing. Extensive experience within Product Management, Programming, Affiliate Marketing, Management, Design, and Development. Experienced with creating, monetizing, maintaining, and improving complex web & mobile applications in the entertainment industry. Analytical and creative, highly organized but scrappy, and able to keep the big picture in view while giving details their due. Programming enthusiast who enjoys acquiring new skills while being surrounded by inspiring & innovative people.

EXPERIENCE

SELF EMPLOYED, *Web Developer & Affiliate/Internet Marketing* Portland, OR 2015 - present

- Monetize affiliate offers via Google Adwords, Facebook, and various traffic brokers & advertising networks
- Affiliate Program Consultant advising on the creation or streamlining of Client's affiliate programs
- Creating custom sites & Wordpress themes utilizing Php, CSS3, HTML5, and Javascript
- Creating & updating apps or websites utilizing HTML5, CSS3, Javascript, Rails, Ruby, MeteorJs and jQuery

WICKED MEDIA, *Mobile App Project Manager & Affiliate Program Manager* Berkeley, CA 2009 - 2015

- Handled all day to day responsibilities for our affiliate marketing programs including but not limited to: campaign creations, campaign optimization based on in-house & Google analytics, payout structures, reporting, and bonus programs
- Executed budgeted traffic acquisition via Ad Words, traffic broker outlets, email & text campaigns
- Optimized traffic funnels, conversion & bounce rates with A/B testing on landing pages, CTA's, price points, email campaigns
- Architected weekly traffic funnel improvements to achieve the best user experience & ROI on traffic buys
- Spearheaded the creation & implementation of proprietary backend platform for in-house analytics reporting system
- Oversaw development of Mobile Apps from inception & wire framing all the way through launch phases
- Produced weekly QA testing reports on all apps & web products, subsequent follow up reports once fixes were completed

NBC / UNIVERSAL, *Digital Encoding & Title Architecture* Universal City, CA 2006 - 2009

- Digitized weekly episodic tv series for national television broadcast on channels such as Netflix, NBC, CBS, and FOX
- Partnered with fellow leaders across multiple disciplines to deliver on NBC/Universal's strategic digital initiatives
- Created & insert edited titles, closed captioning, and subtitles for all NBC broadcast series and Universal movies
- Created edited broadcast versions of films by editing run times, appropriate content, and inserting commercial breaks
- Digitized back catalog films in all audio & video codec formats for worldwide syndication distribution

DREAMWORKS, *Digital Marketing Manager* Beverly Hills, CA 2001 - 2006

- Responsible for digital marketing including: online ad buys, email campaigns, social media, strategic site partnerships
- In addition to the constant work with advertisement spending, and designing online marketing materials, I also worked closely with upper management to derive market trends
- Created and executed online promotions with companies such as: Virgin, McDonalds, DVS Shoes, and Rolling Stone
- Conceptualized, executed, and supervised all Internet content creation

DEV BOOTCAMP, *Web Developer Apprentice* San Francisco, CA Graduate

- Web development program specializing in Ruby, JavaScript (Object-Oriented, AJAX, jQuery), Rails, Sinatra, HTML5, CSS3, SQL, relational databases, Git/source control, test-driven development with Rspec, behavior-driven development with Capybara, Agile development, and Model-View-Controller design paradigm
- Over 1,000+ hours of live coding, and 1,500 hours remote coding in all aspects of front & backend web technologies
- Gained proficiency in most industry standard web development languages including but not limited to: HTML5, CSS3, Javascript, Ruby, Python, Rails, Postgresql, Php, and JQuery

EDUCATION & SKILLS

Education: UCLA (*Finance*), Santa Monica (*Computer Science*)

Core Competencies & Skills: Google Analytics, Google AdWords, Affiliate Marketing, SEO, Online & Mobile Advertising, Project Management, Process Streamlining & Improvement, Wordpress Development, Web Development

Personal: Volunteering, Mentoring, Teaching, Golf, Cards, Cooking