Bryan C. Owens

914.671.3067
bryan.owens@alumni.upenn.edu
http://www.linkedin.com/in/bryanowens

EXPERIENCE

Director of Data Services / Product Manager, PropertyShark.com, New York, NY (May 2006 - May 2008)

- Performed custom database queries as supplemental consulting service for real estate information website
- Managed various website products, ad hoc web development projects, and marketing research & analysis projects
- Results achieved in 11-month tenure as manager of "Comparables" product, a tool for searching property sale records:
  - Managed transition to new version of product (new back-end code and database queries, modified user interface)
  - Increased Comparables subscriptions by 95% and overall subscriptions by 85% among targeted Appraiser segment
  - 60% increase in Comparables subscriptions among all user segments (vs. 50% for overall site subscriptions)

Research, analysis & reporting activities

- Surveyed and interviewed customers to study website usability and the business needs of specific user segments
- Analyzed research data and feedback from customer service records to evaluate demand for specific product features
- Performed competitor analysis and other marketing research, segmented by region and customer occupation
- Analyzed subscription trends using MySQL and Excel, across a matrix of website products and geographic options
- Reported research findings and recommendations for marketing & product development strategy to senior management

Web development activities

- Defined product requirements, including business rules, user interface designs and written functional specifications
- Planned development schedule based on user demand for features, programming resources, dependencies, etc.
- Performed quality assurance tests of website functionality and integrity of underlying data in MySQL (consisting of dozens of databases, hundreds of tables and millions of records)
- Remotely directed programmers and data analysts at offshore subsidiary

Consultant, Value Added Tax (VAT) Practice, Deloitte Tax LLP, New York, NY (November 2003 - April 2005)

- Member of a group advising U.S. companies on strategies to minimize foreign taxes on international transactions
- Prepared client deliverables containing advice on corporate structures, supply chains and distribution channels

Contracts Administrator, Kanematsu USA, Inc., New York, NY (October 2001 - November 2003)

- Managed reseller / agent relationships with U.S. manufacturers of aerospace & defense products
- Coordinated exports to Japan, including arms control compliance, freight transportation, invoices, etc.

Manager of Strategic Partnerships, **Affinity Online, Inc.**, New York, NY (April 2000 - October 2001)

- Managed relationships with telecom & software vendors, including initial contract negotiations and daily operations
- Created and edited financial projections, business plans, and other investor acquisition documents

U.S. Marine Corps (February 1990 - May 1995)

- Served on "embassy duty," providing security at diplomatic posts in Istanbul, Turkey and Geneva, Switzerland
- Service completed with honorable discharge; no current or future obligations

EDUCATION

University of Pennsylvania, Philadelphia, PA
Bachelor of Arts (*cum laude*), December 1999. GPA 3.44/4.00

- International Relations major
- Asian & Middle Eastern Studies major
- Economics minor

New York University – School of Continuing and Professional Studies, New York, NY
Non-credit courses in Project Management, Accounting, Real Estate Valuation, Corporate Financial Analysis

COMPUTER / TECHNOLOGY SKILLS

- Proficient in all major office applications (Word, Excel, PowerPoint, Access, Outlook); Mac & PC environments
- Strong knowledge of relational database structures and MySQL queries (functions, operators, statement syntax); experience manipulating and analyzing data in Excel and MySQL Query Browser
- Basic programming ability using HTML, CSS, PHP; some knowledge of Perl, JavaScript, SVN, site architecture, security
- Knowledge of search engine optimization strategies & issues (search engine indexes, meta descriptions & keywords, sitemaps, crawlers / spiders, inbound links, Google PageRank, relationship of keywords to page content, etc.)
- Familiar with digital content management concepts (content management systems, user roles, rights management, etc.)
- Experience with Google Analytics, including installation, profile & filter management, minor JavaScript modifications
- Understanding of online marketing & e-commerce concepts & strategies (social media marketing, advertising networks, email marketing, search engine optimization, A/B & multivariate testing, web analytics, behavioral targeting, Web 2.0)