



# RICHARD BALDWIN

DEV + CX/OPS/MKTG

## ABOUT ME

Hi, I'm Richard. I started learning web development back in 2005, because I had a website that I needed to make updates to quickly—so rather than relying on a webmaster I taught myself to fish. I've spent the last 15 years teaching myself the skills to exploit computers for what they can do better than humans: track and manipulate data in complex ways instantly and continuously.

## CONTACT

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## REFERENCES

Available upon request

## SELECT EXPERIENCE

\* denotes successful acquisition

Lead Developer 2014 - present	<b>EMPIRE OF AUSTRALIA</b> Built an iOS word game (Quiptical) using React Native. Built backend API. Created backend functionality using MYSQL and PHP. Built multiple CMS websites utilizing the same content. Built two web-based financial games that generate continuous, ongoing stock changes and financial news based on random and pre-programed events. Created multiple WordPress sites.
Chief Experience Officer 2017 - 2018	<b>SIGHTBOX*</b> Built prototype CMS for promoter engagement (HTML5 / PHP / MYSQL / SendGrid / Zapier / Slack).
Chief Marketing Officer 2015 - 2019	<b>AFTER DARK COOKIES</b> Built custom workforce scheduling web app using (Bootstrap / SQL / PHP / JS / Twilio / SendGrid). Project Managed creation of iOS app. Built custom marketing site.
Director of MKTG & OPS 2016- 2017	<b>YOGAJOY</b> Built a custom CRM/CMS/LMS using Stripe, Twilio and SendGrid. (Bootstrap / PHP / MYSQL / JS).
Director of Communications 2013 - 2015	<b>CENTURYLINK LABS</b> Executed content marketing and growth hacking strategies with a combined Twitter reach of 5.1 million. Managed a WordPress blog.
Chief Operations Officer 2011 - 2013	<b>APFPOG*</b> Managed a \$4M budget and secured \$10M in venture funding.
Lead Developer 2005 - 2013	<b>CLEAR DAY CREATIVE</b> Built and managed dozens of websites. Created Barrymore Awards voting system using PHP/MYSQL. Created two SaaS products (LiteraryManager.org and CastingManager.org) with dozens of customers across North America and Europe. Built a custom social media website for the Philadelphia Dramatists Center.

## EDUCATION

Reed College	<b>BACHELOR OF ARTS</b>
2002	Literature & Theatre
	<i>Faculty commendation for excellence.</i>

## SELECT SKILLS

React / React Native	Stripe	Marketing Strategy	Consumer Psychology
JavaScript / jQuery	Twilio / SendGrid	Viral Marketing	Experience Design
PHP / MYSQL	IFTTT / Zapier	Content Marketing	Behavioral Economics
CSS / HTML	Wordnik	Growth-Hacking	Project Management
WordPress	AWS	Email Marketing	Financial Modeling
Adobe InDesign	Zendesk	Event Production	HR Management
Adobe Premiere Pro	Confluence / JIRA	Budgeting	Business Strategy
Adobe Audition	QuickBooks / Xero	CX Strategy	Non-Violent Comm.
Adobe Photoshop	G-Suite	Inbound Sales	Google Analytics
Adobe Illustrator	Microsoft Office	Social Media	Facebook Ads