

George O'Brien

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📍 Asheville, NC

CAREER OBJECTIVE

Ultimately, my objective is to reach a position of great influence. As far as where start within that organization is irrelevant. My ambition to learn and adapt propels me as I am the type of person that lives to work and that shows. I believe my wide array of skills and education have made me a valuable asset to any company and as I continue to grow my skills with technology and people I will only become stronger. My goal is to reach CEO or CIO status for an organization by 2030.

EDUCATION

University of Western Carolina

GPA: 4.0

Master of Science (M.S.) Entrepreneurship

Awards & Honors

- Summa Cum Laude Distinction
- Phi Kappa Phi Honor Society

University of Western Carolina

GPA: 3.8

Bachelor of Science (B.S.) Industrial Chemistry

Awards & Honors

- Summa Cum Laude Distinction
- Honors Enrolled
- Phi Kappa Phi Honor Society
- Dean's List

EXPERIENCE

As a sidenote. Many of the duties that performed for some of my former companies had some similar bullet points. For the sake of saving space and fluff I tried to list what was most relevant to those companies who hired me. Though I have done an extensive amount of directorial project management roles I still enjoy getting my hands "dirty".

Senior Event Technology Specialist

Southwestern Community College

- Plan, organize, install the technical operations and equipment necessary for all events;
- Oversee and direct events from start to finish
- Apply technical regulations and standards, regulations relating to places of public assembly, and the legal provisions relating to data protection, intellectual property rights and personal privacy;
- Evaluate the safety precautions and infrastructure of places of assembly;
- Direct IT and staffing teams to meet the needs of each event.

CEO Digital Design - Web Development - Digital Application Firm

Goge Web Design, North Carolina Digital and IT agency - Jan 2008 - current

- Customer-first attitude combined with above and beyond service expectations. Verifiable exemplary online reviews, recommendations, and references available.
- Created an environment in which team members were coached, mentored, and developed to meet high-quality company objectives, document, and policy standards for effective and efficient services.
- Managed, designed, built, and maintained corporate websites using scripting languages, content creation tools, web management tools, digital media

- Utilized, managed, and (in some cases) modified multiple tools to enhance team efficiency; team/deadline management (Asana/Basecamp), project management (GitHub, Jira), MS Office, digital conferencing, cloud storage sharing, digital design and development software (SaaS applications), network server administration and client requested applications.

Managing Director Online E-Commerce Company

Band-tees.com e-Commerce Store

- Approved (and was actively involved in) brand identity and website re-design.
- Daily meeting coordination for company vision, goals, and objectives.
- Managed a team of 4 for faster implementation to meet company growth.
- Aligned SEO & SEM to drive marketing initiatives to increase product visibility and market performance through multiple vectors (i.e. on-page optimizations, landing pages, paid advertisements and marketing collaborations)

Managing Director Magento E-Commerce Corporation

Alliance Automotive, INC

- Approved (and was actively involved in) brand identity and website re-design.
- Daily meeting coordination for company vision, goals, and objectives.
- Managed a team of 4 for faster implementation to meet company growth.
- Aligned SEO to maximize organic and paid search engine optimization with page 1 on-page organic rankings and maintained budgeting guidelines for all SEM campaigns.
- Ran multiple websites and projects concurrently.

Project Manager New Product Development - E-Commerce Subscription Startup

Wipertime, Inc

- Branding and design
- Daily meeting coordination for company vision, goals, and objectives.
- Managed a team of 4 for faster implementation to meet company growth.
- Aligned SEO to maximize organic and paid search engine optimization with page 1 on-page organic rankings and maintained budgeting guidelines for all SEM campaigns.
- Ran multiple websites and projects concurrently.

Website Designer & Developer (Longstanding) – SaaS Systems Integration Company

K3/Broadpeak, LLC

- Website redesign and mobile responsive development.
- Website maintenance as needed.
- Branding coordination and design.

SKILLS & EXPERTISE

Director/Project Management

- Application of Policies and documentation procedures first and foremost (editing if they exist within the organization if needed)
- Community-focused (team leadership and building) to inspire building strong relationships and long-term employment.
- Use of necessary OS/Server components, team and project management tools for hitting deadlines and individual accountability.

Website Design & Development

- Core scripting languages: [HTML/CSS/PHP/JS/jQuery]
- Platform Experience: [Custom, Wordpress, Squarespace, and Magento]

Digital Design

- Adobe SaaS with a focus in Illustrator, photoshop and InDesign.

Internet Marketing

- Strategize and develop marketing within company budget.
- Build case studies and campaign outlines to seize additional funding for company growth.
- Designed, developed, and implemented email campaigns.
- Familiarity with Panda, Penguin and BERT as well as top tools and trends using white hat SEO only.

Entrepreneurial

To speak in plain terms, if you've made it this far, I feel at times my biggest strength is what I bring to the table in the form of entrepreneurial ambition and experience. I've been a hard-working sole-proprietor since I was 12 years old selling flowers, newspapers, and shoveling cars out after Blizzards. But it's not just that I have loved the idea of ownership my spirit is in tune with love for the unknown and my desire to conquer it through knowledge and risk-taking. Aside from all the skills, listed and unlisted, I know that what I bring to the table (for myself or others) creates strength and dedication which I'm very proud of and would be happy to serve up for like-minded companies looking to bring me on board.