David Barron

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Personal Statement

A result driven Digital Experience manager with success in the creation, design, development, implementation, and maintenance of Digital properties across multiple industries. Consistent record of exceeding goals across various team memberships. A passion for communicating complex technical needs between business stakeholders and technical teams, with an eye toward quality assurance and testing. Utilizes a holistic approach that unifies team management and leadership with data-driven business goals, pixel perfect design implementation, and a rich history with development.

Professional Experience

NRG Energy [Digital Team] - *Manager* - Houston, Texas...**2016-current**

Digital Team Manager - 2019-current

Responsibilities include managing team of developers and analysts in support of various NRG business needs in the digital space, including lead on content creation and management, web optimization, A/B testing, web analytics implementation & reporting, team-based creation of marketing collateral and email for various digital properties across all Texas NRG brands (Reliant, Green Mountain Energy, Direct Energy, Stream Energy, Cirro, and Discount Power). Also served as team lead for NRG's A/B testing program, using behavioral and data science to test changes to digital properties, creating over $3 million / year in reclaimed revenue per brand.

Senior Developer - 2016-2019

Responsibilities as team lead included developing and architecting software projects and APIs with marketing, digital, sales, and design teams to turn business & marketing needs and ideas into technical development skills ; monitoring & improving website & search engine performance; administering *nix servers used by NRG's marketing and technical teams; integrating NRG web services with external APIs; and developing & executing independent digital marketing projects to drive acquisition and retention for all NRG brands.

Newfold Digital – Houston, Texas..**2012-2016**

Web Production Team Manager - 2013-2016

Created new web development department and directed creation of fulfillment processes. Tasked with staffing, creating full-stack development systems, work-process automation through scripting and programming, managing active accounts, monitoring team tasks, and maintaining project quality for Design, Web Concierge, and Walk Through services. Worked to develop custom WordPress themes & plugins and troubleshoot custom built websites. Created several sales , marketing, & design analysis systems using LAMP stack and Javascript and CSS libraries.

Outbound Sales / Account Management - 2013-2016

Tasked with interacting with thousands of customers to recognize and close sales opportunities for value added services. Included both inbound and outbound sales calls. Top salesperson in gross revenue on team of 30-50 for every period active.

Notae Consulting, LLC [founder & owner] - Houston, Texas **2009-present**

Full stack freelance IT & marketing consulting & full-stack software development, primarily using Javascript, PHP, HTML & CSS. Digital services provided include digital conversion optimization, managed digital marketing campaigns, design & development of marketing collateral, and full stack business IT management for various clients.

Skills

Technical

Adobe Experience Cloud, analytics suites (Adobe + Google), data science, Javascript (full-stack), PHP, HTML, CSS, Ruby on Rails, Java, nginx, Apache, Unix, MySQL, BASH, scripting, Adobe Creative Suites, Figma, DevOps, deployment infrastructure

Business

Management, product management + research + development, marketing, Agile/Kanban, conversion optimization, A/B testing, Confluence, Azure DevOps, team building, staffing, budgeting, IT, profit center analysis, financial & marketing reporting & analysis

Education

BS Psychology - University of Houston - neuropsychology, minor in philosophy. Dean's List. Graduated with honors.
Lamar High School - Houston TX - International Baccalaureate Diploma, National Merit Commended Student