

MAURICE L. WRIGHT

705 61st, Street., Oakland, CA 94609
mo@mwright.com | <http://portfolio.mwright.com>

SUMMARY:

A highly experienced online technical marketing professional who has successfully built enterprise-level marketing programs in a highly competitive vertical. Strong technical and design qualifications with nearly 20 years of website design, technical project management, database development, vendor management, vendor selection, partner solution development, business process improvement, requirements planning, and cross-team coordination experience. I have a proven track record of analyzing programs and applications for strengths, weaknesses, and opportunities, and have demonstrated the ability to introduce coding, processes, and marketing efficiencies in enterprise-wide projects as well as in high velocity startups.

ACCOMPLISHMENTS:

Recent notable accomplishments include:

- ❖ Managed the development of <http://sqor.com> rebranding.
- ❖ Identified and executed on opportunity that doubled Sqor app downloads from Sqor.com.
- ❖ Architected and built <http://www.crossroadstrading.com>.
- ❖ Managed and participated in the build and deployment of <http://plantconstruction.com>.
- ❖ Creation of the Notes and Bookmarking application at <https://mwright.com> using jQuery emphasizing code performance on a small codebase.
- ❖ Built the front-end of the Mybasis.com and beta.mybasis.com sites, in 3 months, which led to an immediate securing of \$9M in series-A venture funding.
- ❖ Grew the online marketing program at First Data from near zero to 40% of new leads generated for merchant services within 4 years within a \$6M budget dedicated to both online and offline leads.
- ❖ Initialized email program for corporate marketing for use by a 30+ member corporate marketing organization. Built initial business plan and managed vendor selection. Marketing campaigns went from 0 to 100,000 outbound emails/month.
- ❖ Initialized web chat program for corporate marketing for use on company and large partner lead acquisition web sites. Managed vendor selection process, deployment, maintenance and reporting. Expanded chat for use internally across domestic support organizations (responsible for 10K+ employees).

WORK EXPERIENCE:

Feb 2016 – Jun 2016

SQOR SPORTS, San Francisco, CA
Director of Engineering, Web

Responsible for managing developers, strategy, and quarterly goals for sqor.com, shop.sqor.com, and manager.sqor.com. Spent 50% time developing, running tests, and deploying sqor.com in an AngularJS environment using Git, Gulp, running on Nginx.

May 2012 – Oct 2015

SIDECAR AGENCY, Berkeley, CA
Technical Director

First hired employee. Responsible for pitching and building web- and mobile-based web sites and applications in LAMP and WordPress environments. Led the development team and supporting vendors in the creation of new web assets.

Aug 2010 – May 2012

NET ACCELERATION / HEAR IT LOCAL, San Francisco, CA
Web Developer

Responsible for maintenance and feature builds for over 30 client sites, set in a LAMP environment, using Net Acceleration's custom ActiveRecord-based CMS system. Developed custom jQuery plugins to facilitate the creation of the site.

Aug 2010 – Mar 2011	<p>PULSETRACER/BASIS, San Francisco, CA Lead Front End Engineer</p> <p>Responsible for converting design and proposed UI interactivity into a functional beta site within 3 months. Within two months of launch, the company was able to raise \$9M in series A VC funding.</p>
Oct 2006 – Dec 2009	<p>FIRST DATA CORPORATION, San Francisco, CA Senior Manager, Internet Marketing</p> <p>Oversaw the strategic direction, vendor selection, partner support, business process improvement and implementation of online marketing for First Data's Merchant Services division across the Continental U.S.</p>
Aug 2003 – Oct 2006	<p>PROVIDIAN BANCORP SERVICES, Pleasanton, CA Business Analyst III/Web Developer</p> <p>Built ASP-based online tools to help in the reporting of the company's call-monitoring efforts for the sales and service, collections, and fraud organizations. Created a programming framework that decreased our team's development time by 85% and allowed for automated documentation.</p>
May 99 – Dec 2002	<p>CHARLES SCHWAB & CO., INC., San Francisco, CA Web Developer in the Rapid Application Development for the Intranet (RADi) Group</p> <p>I was brought in prior to the group's official inception in order to bring in front and back-end development skill as well as web project management experience for the purpose of significantly increasing productivity with web application development. The group went on to win numerous internal awards including the National Business Support Services Group of the Year. Following are a few of the projects I was directly involved in.</p>
SKILLS:	<p>AngularJS, Gulp, Git, MAMP Stack, Nginx, MacOS, ASP, PHP, WordPress, Twitter API (including OAuth), Stripe API, Javascript, jQuery, Wordpress, Illustrator, Photoshop, SQL Server, Google Analytics, Salesforce.com Integration, Various Email Vendor Interfaces (MailChimp, Constant Contact, YesMail, Eloqua, ExactTarget), SEO, SEM, Knowledge of PCI and SAS70 security issues, New Product Development Certification.</p>
EDUCATION & CERTS:	<p>UNIVERSITY OF CALIFORNIA, Berkeley, B.S. Mechanical Engineering, May 1993 PDMA Certification for New Product Development - 2007 Engineer in Training Certificate. License #: XE088634</p>
AWARDS & COURSES:	<p>Schwab Business Support Services Regional and National Group of the Year (2001) Schwab Excellence in Service (EIS) Award – separately awarded for 3 projects. (1999, 2000, 2001) Macromedia Site of the Day – September 12, 2002 National Merit Scholarship JIM RUSSELL Advanced 3-Day Sprint Course</p>