

Craig Geiger

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Expertise

- Mobile e-commerce
- Web development
- Data analysis
- Digital marketing
- User experience (UX)
- Website optimization

Experience

Sr. Consultant, Verizon Wireless 2013 - 2015

- Identified, forecasted, and implemented projects to increase sales specific to mobile e-commerce
- Analyzed data looking for sales opportunities within anomalies and patterns
- Created and monitored dashboards and alerts for performance, site analytics and sales data
- Built functioning prototypes for focus group and A/B testing
- Prepared and presented analysis of site data
- Developed and launched first tablet optimized e-commerce site among US wireless carriers
- Responsible for all day to day maintenance and enhancements of mobile and tablet sites
- Synchronized national marketing campaigns and online promotions onto mobile experience
- Managed partner agencies with regards to design, creation, approvals, testing, and support within the mobile site

CTO, Thrust Interactive 2012-2013

- Participated in the overall new business review process, to review and assessment of project requests, development of technical strategy approaches, project timing and budgets, and pitch presentations
- Developed business requirements and goals for mobile applications and monetization strategies for games
- Managed budgets from both a company and project perspective
- Worked with management team to steer company focus and strategy
- Promoted company image through community events for recruiting purposes
- Assisted in design and implementation of company communications and marketing materials
- Increased quality of final deliverables
- Educated staff on the necessity of analytics, error reporting, and app monitoring
- Focused development team on attention to detail
- Analyzed cross platform technologies for cost effective game and mobile app solutions
- Applied Agile software methodologies to development process
- Reinforced best practices from sales through project completion
- Directed education of team members on trending technologies and tools

Director of Development, Moxie Interactive 2011-2012

- Led development and technical strategies for Verizon Wireless and Georgia Pacific
- Relunched websites to incorporate responsive design, touch gestures for tablets and mobile devices, while maintaining legacy browser support
- Attended Adobe CQ5 training and implemented applicable products and services
- Coupled Adobe SiteCatalyst with Adobe Test & Target to increase conversions, tested with Adobe Scene7 for dynamic pricing and DMP-targeted creative (both media and landing pages)
- Implemented Adobe Air as a single source codebase to distribute a kids Flash application deployed to web, Android and iOS devices
- Led and managed team of developers from a career perspective as well as day to day projects from start through completion
- Created and managed development project estimates
- Assisted with department resourcing
- Coached team on approaches to troubleshooting development bugs
- Collaborated with analytics, creative, UX, client services, and hosting teams to create best and most reliable products possible
- Presented high profile projects at agency meetings to share key learnings and recommended approaches

Instructor, The Creative Circus 2001-2004 , 2010-2011

- Instructed web development classes (HTML, CSS, JavaScript & jQuery, PHP)

Independent Contractor 2004-2005 , 2008-2011

- Provided full project services including development, strategy, and analytics

Lead Developer, Moxie Interactive 2005-2006

- Concentrated on front end development - primarily ActionScript / Flash

Co-Founder/Vice President The Altitude Studio, Inc. 2000-2004

- Client roster included Sea-Doo, Celebrity Cruise Lines, hp, Verizon Wireless, Jane Seymour, Mentos, S1, Russell Athletic, BGCA, Department of the Interior National Park Service

Education

Virginia Tech – B.A. 1995