

# JOE CONYERS III

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## EXPERIENCE

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**Digital Strategy & Management Consultancy – EngineerRe.com**, New York, NY 2008 – Present  
*Associate / Co-founder*

- Reposition web presences, realign business & digital operations for small/medium businesses

**NYC Venture Connect – NY Economic Development Corporation RFP**, New York, NY September 2009 – Present  
*Editor / Researcher / Consultant*

- Editing & creation of content for entrepreneurs interested starting, raising money or relocating companies in NYC
- Research & aggregation of NY startups, entrepreneurs, organizations & VC firms to be featured on the site

**Funded Social Media Startup – PeoplesMD.com**, New York, NY Summer 2007  
*Summer business analyst*

- Contributed to product vision, marketing & information architecture
- Researched, analyzed & built comparatives for business & execution plans

**Boutique Investment Bank – Tungsten Partners**, New York, NY January – June 2007  
*Analyst intern*

- Advised clients such as The Ace Hotel on various deals ranging from \$5-40MM

**Emerging Markets Real Estate Firm – Avatar International**, London, UK Fall 2006  
*Interim marketing manager*

**Morgan Stanley**, New York, NY February – September 2006  
*Strategic products business intelligence / Metrics management internship*

- Acted in an internal management consulting capacity analyzing & providing metrics
- Developed & implemented ad-hoc tools with VBA & SQL to analyze trade settlement data

## SKILLS

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- UX, IA, A/B testing, Behavioral targeting, Various analytics tools, PPC / SEM / SEO, Newsletters
- HTML / CSS / jQuery, SQL, git, Wordpress, Rudimentary: Ruby, Sinatra, php

## EDUCATION

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**Pace University, Ivan G. Seidenberg School of Computer Science**, New York, NY 2004 – 2008  
Bachelor of Arts, GPA 3.5/4.0, Minors: Economics, Business Management, 2 online classes remaining  
Awards: Seidenberg Alumni Achievement Award, CSIS IBM endowment recipient

**University of Westminster**, Study Abroad, London, UK Fall 2006

## PROJECTS & VOLUNTEER WORK

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**New York Centric Contemporary Art Blog– ArtObserved.com**, New York, NY Spring 2007 – Present  
*Advisor, Initial product manager*

- Coordinated original design, strategy & analytics; now receives over 70,000 page views per month

**Visual Artist - Philip Lumbang III**, Los Angeles, CA Spring 2009 – Fall 2009  
*Manager*

- Helped produce a one night pop up show attended by over 1,000 people resulting in over 70% of works being sold
- Managed marketing, PR, web presence, e-commerce, financials & business affairs

**Pace Computing Society**, New York, NY December 2006 – May 2008  
*President*

- Demoed weekly trends in startups, consumer Internet, web 2.0, technology & research
- Grew club membership from 12 to 50 with over 50% average attendance

**Pace University**, Seidenberg Scholars Outreach program Fall 2006 – Present  
*Volunteer / Mentor*

Professional Interests: Consumer Internet, customer development, lean startups, product management & marketing

Personal Interests: Modern & contemporary art, snowboarding & sailing