

# JOE B. CONYERS III

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## EXPERIENCE

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

- Reposition web presences, realign business operations & digital operations for small/medium businesses
- Co-manage business development efforts, coordinate management strategy engagements & client interfacing

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

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

**Funded Social Media Startup – PeoplesMD.com**, New York, NY Summer 2007  
*Summer Business Analyst*

- Researched, analyzed & built comparatives for business & execution plan
- Contributed to product features, information architecture & initial marketing strategy

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

- Advised hotels & real estate clients such as The Ace Hotel

**Emerging Markets Real Estate Firm – Avatar International**, London, UK Fall 2006  
*Interim Marketing Manager*

- Managed advertising campaigns, marketing strategy, consultants, event execution, print & direct mail

**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 for the strategic products group
- Developed & implemented ad hoc tools with VBA & SQL to analyze massive amounts of trade settlement data

## SKILLS

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- Google Analytics, A/B Testing, Woopra, Clicktale, Behavioral Targeting, Wordpress, Misc Social Media Tools
- HTML/CSS/XML/AJAX/JS(Prototype/Jquery), php, SQL, VBA, git, Ruby on Rails
- Photoshop, Acrobat, Access, Visio, Project & Illustrator
- Advanced Excel: Pivot tables, lookups, business intelligence

## 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

## EXTRACURRICULAR ACTIVITIES & VOLUNTEER EXPERIENCE

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

- Coordinated original design, strategy & analytics; now receives over 60,000 page views per month

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

- Co-produced a one night pop up art show attended by over 1,000 people resulting in over 70% of works being sold
- Manage marketing, PR, web presence, e-commerce, financials & archival

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

- Sourced external technology speakers including: LinkedIn, Microsoft, Accenture, IBM & JPMorgan
- Demoed weekly current trends in web 2.0, technology, consumer Internet, startups & research
- Grew club membership from 12 to 50 with over 50% attendance rate

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

Interests & additional information: Modern & contemporary art, travel, sailing; US & UK dual citizen