

# C. Graham Cohen

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**Home Address:** Westlake Hills  
Austin, TX 78746

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**Education:** The University of Texas, Austin, TX  
*Bachelor of Science*

**Website - Resume:** [GrahamCohen.com](http://GrahamCohen.com)  
**Website – Personal:** [GarageMontage.com](http://GarageMontage.com)

The driving force behind an expanding portfolio of web and application development, integration and automation products and programs. A key lead and consultant within business technology teams that serve to build compelling cloud-based platforms, tools and features by scoping, executing and refining within B2B & B2C business models to attract prospective users and customers.

## WORK EXPERIENCE:

**Indeed, Austin, TX**  
*Program Manager*

**January 2019 - (Present)**

- **I. Content Operations & Acquisition** (*complete*) - End-to-end automation of manual processes including: data collection, company name matching, dedupe, vendor workflow management, logical lead routing & Salesforce migration
- **II. Unified Content Feedback** (*complete*) - Enabled job seekers to report fraud, maliciousness & relevancy, consistently and holistically, across Indeed's product ecosystem, for moderation by Risk & Quality Ops teams.
- **III. Indeed | Glassdoor.com Integration** (*present*) - Indeed to manage job search platform: Search, taxonomy, ranking & personalization, tracking/UI/UX, resume, profile, monetization - (12) parallel work-streams, post-acquisition of *Company\_Name*, driven by the goal of cost-efficiency and delivering value to the combined, world-wide market, while maintaining user experience and revenue.

**Kendra Scott, Austin, TX**  
*Web Development Operations*

**October 2017 – December 2018**

- Product owner of flagship product and manager for web-based & vendor-provided product integrations across KendraScott.com
- Engage in cross-functional collaboration with eCommerce, Sales, Customer Service, Production, and Infrastructure to support website sales and customer lifecycle management
- Performance management, availability reporting, load-balancing and working with content delivery networks to improve the reliability and reduce the latency of systems.
- Provide business intelligence through data visualizations and dashboards across multiple, relational data sources for product & eCommerce insight to drive business decisions

**AlienVault, Austin, TX**  
*Web Product Manager*

**March 2014 – August 2017**

- Create industry-leading innovative, transactional and commerce-related web products to continuously improve user engagement, conversion, retention and overall user experience
- Manage the end-to-end product lifecycle by collecting and analyzing needs, translating into innovative requirements, establishing time-tables and executing on new products and applications
- Deep experience and knowledge across numerous technology disciplines and functions, including Information Management, Business Intelligence, Data Warehousing, Analytics, Technology Strategy, Enterprise Architecture and Program Management
- Create and advocate business plans, ROI analysis, direct communications, support and unanimity across business groups (Engineering, Marketing, PMM, Partner & MSSP) to drive product evolution
- Organize the S.W.O.T. Team to strengthen marketplace strategy, mitigate risk and drive data-based business decisions through collective knowledge and analytical framework
- Leverage observational and experimental learning, user behavior and task analysis and lead scoring methodologies to optimize overall positioning and business intelligence
- Research and develop numerous split and multivariate web testing to target different segments of traffic, improve engagement and conversion and deliver personalized experiences at scale. Work with CRO organizations to expand footprint of testing program.
- Administer JIRA and Confluence projects and spaces, schemas and workflows across the organization for content and project management tracking, timelines and burn-down

**Keller Williams Realty International, Austin, TX**  
*Product Manager*

**April 2011 – February 2014**

*Business Systems Analyst*

**October 2005 – April 2011**

- Managed, planned and executed numerous product launches for 700+ offices and 85k+ employees in North America
- Directed CRM, Intranet and BackOffice solution initiatives within multiple development teams and online products, as well as development of flagship common internal components
- Performed gap analysis on products to ensure potential performance compares to actual and is consistent with use of resources
- Delivered comprehensive monthly summary of leads reporting to executive team
- Drove implementation of Agile with Scrum development methodology, resulting in achievement of internal and external customer requirements with improved product to release cycle times

- Assessed risks by analyzing multiple changes in product directions and working with stakeholders throughout release cycle, preventing costly missteps
- Improved top-down communication throughout the franchise by developing, launching and managing a collaboration, calendaring and document storage platform with direct and social media-like hierarchical messaging between the franchisor, regions, offices and associates

*(Details for the following roles available at request or in-person)*

**Great American Financial Resources, Austin, TX**  
*Business Analyst III*

**April 2003 – April 2005**

**Applied Materials, Austin, TX**  
*Manufacturing Engineer I*

**February 2000 – November 2001**

**TECHNICAL SKILLS:**

**SaaS:** API & Authentication Services, Jira (Admin), Confluence (Admin), Salesforce (Admin), Salesforce Commerce Cloud(Admin), Marketo (Admin), Amazon Web Services, Google G-Suite (Admin), Microsoft O365, Slack, Zendesk & Desk

**A/B Testing:** Optimizely X, VWO, MixPanel, Google Experiments, Crazyegg, Sessioncam,

**Reporting:** Google Analytics, Hotjar & Mixpanel, Tableau, SQL & MYSQL, TOAD & PLSQL, Excel

**Marketing:** Google Doubleclick (DFP), Google Adwords & Adsense, Demandbase & Concur, Clearbit, Consensus & Vidyard, SnapEngage

**Hardware:** Installation, configuration and troubleshooting of all standard/non-standard desktop, workstation and laptops; their components and peripherals, including SATA, SCSI and RAID (0, 1 ,5) storage

**Software:** Expression Engine, Drupal, Wordpress, PLSQL, Toad, Oracle and various other relational database applications, Microsoft Enterprise, Access, Excel, Word, Outlook, PowerPoint, Photoshop, Balsamiq, AutoCAD, Screaming Frog & other SEO crawling tools.

**Languages:** Front-end languages (website), JavaScript (proficient in most), SQL, mySQL, IQL, A+

**VOLUNTEER EXPERIENCE:**

**Meals on Wheels**  
*Home Delivery*

**2nd Saturday/ Monthly**

- Pick-up and deliver groceries to those in need

**Ladybird Lake, Austin, TX**  
*Trash Remover*

**Summer 2011**

- Organized group cleanup of LadyBird Lake. Coordinated with Keep Austin Beautiful

**McKinney Falls State Park, Austin, TX**  
*Trash Remover*

**Spring 2012**

- Organized group cleanup and boat usage for waterfall areas. Coordinated with CleanSweep of Austin

**Angel House Soup Kitchen, Austin, TX**  
*Server*

**2012– 2013**

- Provided meals for homeless in East Austin