

Jotham A. McCauley

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OBJECTIVE

To guide teams in building working software that benefits users and achieves company goals. To plan projects, develop functional requirements, integrate and test systems for continual improvement. To communicate clearly to both stakeholders and developers. To apply my skills in project management, strategy development, user experience design, financial analysis, and positive communication between diverse groups of people toward complex business objectives.

EXPERIENCE

Second Chance Technologies

Contractor - Project Management

Nashville, TN

October 2013 - Present

Established key metrics and developed management dashboard. Wrote product requirements. UX design including detailed user observation. Product testing. Communicated sponsor goals in working relationship with developers. Also contributed strategy and market research analysis.

Allen Booth

Founder

Jackson, MS

July 2012 - Present

Founded AllenBooth.com, e-commerce for America's craftsmen. Developed relationships with manufacturers, planned marketing campaigns, designed website, created budgets, wrote craftsmen profiles, closed sales, and instituted fulfillment process.

Complete Mobile Home Supply

VP E-commerce, General Manager

Pearl, MS

May 2010 - June 2012

Led the e-commerce department establishment project. Created new system which grew to significant share of company revenue. Instituted content and inbound marketing campaigns to achieve leadership in niche. Streamlined physical operations of the retail storefront. Managed vendor relations. Prepared financial statements and budgets. Hired new staff as capacity grew.

Gold Star Games

Founding Partner

Delray Beach, FL

February 2008 - March 2010

Built e-commerce business around coin-operated equipment and sports memorabilia industries. Developed relationships with manufacturers, created website including graphics and copy, designed marketing initiatives and closed \$1M in sales prior to sale of company.

Pioneer Linens

Director of E-commerce

West Palm Beach, FL

January 2007 - February 2008

Led marketing, sales, and operational strategy of five-person department. Established roles and guided 100 year old retail business to increase online revenues and brand presence.

Intervault, Inc.

Co-Founder & COO

Kerman, CA

September 2004 - December 2005

Led teams in site development, online marketing, and content creation on multiple websites. Managed staff, strategy, operations, and financial statements. Communicated with clients and vendors throughout directional changes.

Maersk Sealand

Analyst

Arlington, VA

March 2002 - August 2004

Provided support to establish pricing on government transportation contract, as well as on projects as needed by area Directors or VP. Presented cost-benefit analyses and what-if scenarios to government and corporate officials.

EDUCATION

Vanderbilt University

Bachelor of Science, May 2001, Mathematics and English majors, Communication Studies minor. GPA: 3.33/4.0 Awarded degree *cum laude*. President of student-run ice hockey club.

Nashville, TN