

Austin  
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# RYAN PIERCE

HTTPS://RYANPIERCE-ATX.COM



## PROFESSIONAL SUMMARY

- Successfully managed multiple departments, team members and projects simultaneously with superior results and punctual execution
- Expertise identifying untapped opportunities in the market place and managing the development of products, strategies, and processes to gain market share
- Vast experience managing and facilitating SaaS projects from inception to completion
- 20+ years experience in web management/development using HTML, CSS, PHP, JS and Content Management Systems
- Extensive experience testing application builds and weekly engineering iterations resulting in seamless functionality

## EMPLOYMENT HISTORY

JAN, 2014 - PRESENT

### Founder/CEO , RealtyIT LLC, Austin, TX

RealtyIT B2B SaaS company that specializes in creating professional, dynamic and easy-to-use websites for property management companies and real estate professionals. Along with mobile friendly websites, RealtyIT specializes in Reputation Management along with professional photography/video services to the real estate industry.

- Built web development company that has launched and provides ongoing maintenance for over 500 websites in the real estate space
- Leveraged the wordpress CMS to develop a branded and customized RealtyIT theme to launch and maintain client websites
- Designed and implemented several custom website designs from scratch
- Developed custom wordpress plugins to assist in the automation and installation of client websites
- Provide ongoing web support and maintenance for client websites
- Provide reputation management for over 150 separate business locations (created, optimized and responded to reviews for clients' social media pages including Google, Yelp! & [Apartments.com](https://www.apartments.com))

JAN, 2013 - JUL, 2018

### Director of Product Implementation & Technical Support, EZ Links , Austin, Texas

EZ Links (Acquired by NBC Sports Group) was a B2B SaaS provider of online Point of Sale, email and digital marketing solutions including website and mobile app building, email marketing tools, full service reservation center, and social media management products. EZ Links was also the parent company of CourseTrends, Golf18Network, and Spillover.

- Multi-department management with a team of 17 comprised of Product Activation, Technical Support, Design, and Copy/SEO
- Collaborated with Product Owners and Developers to create and implement strategic product plans to drive engagement and increase client's ROI
- Used project management methodologies to create and maintain workflow processes and procedures that support company and department goals
- Structured and scoped interactive projects such as websites, mobile applications, portals, microsites, and email marketing campaigns
- Oversaw customer on-boarding, new product activation, and product renewals to ensure delivery of high quality products within budget and on schedule
- Ensured client services and support standards on inbound call and ticket requests were >97% client satisfaction, >95% service level and client SLA's for over 2,500 clients
- Tracked and reported weekly success of implementation and support teams to Executive team
- Facilitated creation and implementation of all four corporate websites, customer website templates, and email marketing templates
- Facilitated implementation and support teams employee on-boarding, new hire training, employee reviews and write-ups
- Lead cross-functional meetings and coordinate efforts between the Product Activation, Technical Support, Design, and Copy/SEO teams to ensure effective communication, alignment, and collaboration across departments
- Instrumental in crafting content and web strategy which lead to the largest web development contract in the company's history

## EMPLOYMENT HISTORY

JUN, 2009 - DEC, 2012

### Co-Founder & Product Owner, MoodMusic Inc., Austin, Texas

With the rise of facebook and ability to connect with friends, an opportunity arose for a music community to share and discover music as a collective group. MoodMusic Inc. was formed to capitalize on this untouched niche of making music a social experience.

- Successfully created, designed, managed, launched, and marketed the first company to bring music to facebook along with mobile music uploading capabilities
- Obtained 50,000+ active monthly facebook app users
- Reached #41 out of 26,000+ music apps on the iTunes app store
- Secured seed funding and maintained financial budget of each project build
- Managed two teams of developers consisting of two project managers, two designers, and five developers each tasked with producing our facebook app, iPhone app, and supporting websites (moodmusic.fm, moodmusic.biz)
- Tested, debugged, and approved all platform content for each application build
- Managed all public relations strategies, radio marketing campaigns, and event sponsorships

SEP, 2006 - APR, 2009

### Project Manager, Silver Elm Investments LLC, The Woodlands, Texas

Silver Elm Investments LLC sought to capitalize on investment potential in a variety of industries with a target focus on acquiring and revitalizing distressed properties.

- Facilitated purchase, rehab, and re-selling of several foreclosed properties
- Hired and managed a team of six contractors to rehab distressed properties
- Secured and managed multiple investor accounts totaling \$800,000
- Located investment properties and facilitated purchasing process
- Daily market research on potential investment opportunities

Created and maintained corporate website and marketing materials

JUN, 2004 - MAY, 2006

### Founder & Product Owner, BuildingBands.com, San Marcos, Texas

BuildingBands.com was formed to provide a platform for musicians and listeners to coalesce. Musicians were able to promote and share their music, upcoming shows, photo's, and news to fans all over the world.

- Created, managed, launched, and marketed a music platform for musicians to give maximum world-wide content exposure
- Successfully facilitated onboarding of over 6,000 bands
- Managed a team comprised of a project manager and two developers to produce website platform
- Managed, tested, and approved website builds through all phases of development

## EDUCATION

AUG, 2005 - AUG, 2007

### Business Management / Philosophy, Texas State University, San Marcos, Texas

AUG, 2004 - MAY, 2005

### Business Management, Lonestar Community College, The Woodlands, Texas

AUG, 2003 - MAY, 2004

### Business Management, McLennan College, Waco, Texas

Phi Theta Kappa Honor Society (3.6 GPA) and Sigma Tau Delta (English Honor Society)

## SKILLS

Web Design/Development



Project/Product Management



Product Activation



Kanban/Scrum Management



CSS, HTML, PHP, JS



Social Media Management



## LINKS

[ryanpierce-atx.com](http://ryanpierce-atx.com)