



CALEB BROWN

SOFTWARE, PRODUCT, & GROWTH

> ABOUT ME

I'm a software developer, entrepreneur, and internet marketer living in Pittsburgh, Pennsylvania. I've worked for startups in New York City and Pittsburgh and I've built small online companies that have grown to support over 70,000 users.

I'm a self-starter that's very passionate about building useable, loveable products. My development background helps make this a reality.

> CONTACT

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> WORK EXPERIENCE

+ *X-Team* 2015 - Present

TECHNICAL VETTING

- Design tools and processes to streamline and automate the software developer application process. Review code samples, portfolios, and interview qualified applicants.
- Research, design, and execute social ads to attract new partners and software developers.

+ *NoWait* 2012 - 2014

SOFTWARE DEVELOPER

- Built and maintained the server-side API for the NoWait restaurant host management system. Also created tools for building restaurant floor maps on the fly and helped migrate our hosted LAMP stack to Amazon EC2.
- Assisted in planning the technical architecture as well as the design and UI of new features.

+ *Vaynermedia* 2009 - 2011

WEB DEVELOPER

- Developed social websites, Facebook, and twitter applications for clients such as The New York Jets, Campbell's Soup, Pepsico, Quaker Oats, Green Mountain Coffee, and other major brands.
- Worked directly with Fortune 500 companies as well as early-stage startups to develop the most effective social marketing campaigns and web applications for their needs.

> FOUNDER OF

+ HANDMADE TEA

Handmade Tea is a tea-of-the-month subscription company that's proud to have Gary Vaynerchuk as an investor. A new, small batch loose leaf tea blend is created every month and gets shipped out to over 200 customers. As a B2C business, I've handled every part of the process from MVP to full-product including backend development, user research, user interviews, product optimizations, and much more.

+ SCURRY LABS

Scurry Labs creates free and low-cost educational tools geared towards K-12 educators. The flagship product, Sqworl, is a visual bookmarking tool with over 70,000 registered educators. From wireframes to a full redesign and code-base refactor, I've conducted many customer interviews, A/B tests, and built new features based on real user feedback, market research, and competitive analysis.

> EDUCATION

+ *California University of Pennsylvania* 2005 - 2009

B.S. COMPUTER INFORMATION SYSTEMS