

David Everett

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TECHNICAL SKILLS AND EXPERIENCE

Skills

React, Node, NestJS, SQL, HTML, CSS, SaaS, JavaScript, TypeScript, PHP

Trade Coffee

- Contributed over 60 PRs in two months from small bug fixes to large, technically complex features
- Identified, defined requirements, and launched A/B experiments in the signup process resulting in a 15% increase in subscription conversion
- Styled modules that are utilized on highest trafficked pages including the home page
- Research and clearly break down requests from both a business and technical perspective for the team resulting in increased velocity
- Ideate and implement new features that increase conversion by demonstrating the value of Trade to customers
- Prioritize tech debt and improve code quality by following industry standards and increasing test coverage

FloSports

- Converted API responses using JavaScript within Zapier from sport data service and utilized existing FloSports API endpoints to automate showing results and rankings for FloRugby
- Without adding any code to the FloSports codebase, team and league pages now contain critical information for customers and potential partners
- Within weeks, additional content and internal linking has led to over a 50% increase in organic search impressions to team pages

Personal Projects

- Creating a website to display player and team stats, and league schedule using TypeScript, React, Node, NestJS, PostgreSQL, and TypeORM
- Created Blueshirt Guesser, a game inspired by Wordle, where users try to guess the New York Ranger of the day. The website was built using PHP, MySQL, and JavaScript

PROFESSIONAL EXPERIENCE

Senior Product Manager, Growth, Contributing Software Engineer

August 2021 – Present

Trade Coffee | New York, NY

- Define product strategy to increase subscription conversion, customer lifetime value, and margin
- Lead cross-department efforts to implement a new product that increased margin by 50%
- Define and implement changes to the CMS to better serve needs across departments

Senior Product Manager, Growth

July 2017 – August 2021

FloSports | Washington, DC (Remote)

- Recognized as the company “Impact Player of the Year” for 2019
- Increased subscription revenue per visitor by 25% by increasing conversion rate and decreasing churn
- Managed subscription platform adding features to reduce churn by 12% and save customer service 60 hours per week
- Conducted user research and wrote complex SQL queries to develop and share a deeper understanding of customers
- Fostered a scientific culture where a diverse group utilized research to formulate and test hypotheses
- Promoted from Product Manager for exceeding goals

Software Support Specialist II

Jan. 2016 – July 2017

Ultimate Software | Atlanta, GA

- Provided software support during critical points for enterprise and mid-market customers
- Increased issue resolution department records by 150% while setting records in customer satisfaction

Data Manager

March 2013 – Dec. 2015

FloSports | Austin, TX

- Built a staffing model to meet business demands and oversaw hiring and training of a team of data associates
- Grew annual data input by 100%+ to become leading provider of high school and college cross country & track statistics

EDUCATION

George Mason University | Master of Science, Data Analytics Engineering | Emphasis: Business Analytics

Dec. 2019

Belmont University | Bachelor of Business Administration | Major: Management of Information Systems

May 2015

- NCAA Division I Student-Athlete, Cross Country & Track