

BRANDON BOUCHER

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<https://www.linkedin.com/in/brandonaboucher>

PROFESSIONAL EXPERIENCE

OCTOBER 2017 – PRESENT

WEB CONSULTING CONTRACTOR, RAPID CATALYST

- CMS content migration
- Software research for business recommendations
- Functional evaluation and estimation

MARCH 2012 – PRESENT

FREELANCE

- Providing Photography, Graphic Design and Web Consultations to compliment marketing campaigns and improve business web-presence.

FEBRUARY 2014 – JUNE 2017

SENIOR STRATEGIC PRICING ANALYST, VERNDALE

- Used knowledge gained as a previous Technical Project Manager/Production Lead within Verndale to implement widespread department updates, resulting in more accurate estimates and a more efficient internal process.
- Developed ongoing functional enhancements to multiple Excel pricing models using advanced formulae and VBA macros.
- Created protective clauses in support of the sales and account management teams to define the scope of projects.

JANUARY 2010 – SEPTEMBER 2012

QUALITY ASSURANCE COORDINATOR, SONY MUSIC ENTERTAINMENT

AS PART OF (GLOBAL DIGITAL BUSINESS/DIRECT TO CONSUMER)

- Ensured optimal functionality for global web properties including E-commerce stores, artist websites, newsletters, marketing collateral and internal tools.
- Created QA process for CRM initiatives and drafted the best practices guideline.
- Assisted in the creation/testing of the 2011 OMMA Interactive Design Award winning sites; Pinkspage.com and Pitbullmusic.com, the 2011 HOW Interactive Design Award winning site for E-Commerce; FooFighters.com and the 2012 Digital Out of Home Award Finalist site for Best Use of Interactive Technology; THEXFACTORUSA.com.

SEPTEMBER 2009 – DECEMBER 2009

FULL TIME MARKETING INTERN, SONY MUSIC ENTERTAINMENT (COMMERCIAL MUSIC GROUP)

- Managed Content for artist/label websites and social networking sites.
- Fulfilled legal requirement gathering for artist sweepstakes and promotions.

EDUCATION

JANUARY 2010

BACHELOR OF SCIENCE, FITCHBURG STATE UNIVERSITY

- Communications Media with a concentration in Professional Communications
- Graduating GPA of 3.64, Dean's List and Magna Cum Laude

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SKILLS

- HTML 4 and CSS 2.1
- Content Management Systems
 - Drupal, Wordpress, OpenText/TeamSite
- Clarity Project Management Software
- Microsoft Office Suite
- Windows and Mac OS X
- Adobe Photoshop CS5 and Lightroom 3
- Atlassian's Confluence and Jira

Also familiar with

- Google Analytics and Omniture Site Catalyst
- Adobe Dreamweaver, Flash and InDesign CS5
- Sitecore
- Excel VBA programming