Joseph Gregory Collier

Email: joseph.collier8@gmail.com
Mobile: (404) 542-1620
Located in Smyrna, GA

WORK EXPERIENCE

Weldmonger Enterprises, Inc. – Rome, GA

Project and Program Management   **August 2020 – Present**
- Cofound and manage OTT video site WelderSkills.com
- Create and apply revenue share model used to compensate video creators
- Onboard and train new creators
- Analyze behavioral user data to inform future creative decisions
- Implement newly added features and manage communication between vendors and customers
- Manage creator meetings to unify product vision and communicate platform goals
- Promote platform with PPC campaigns and social media engagement
- Produce and edit livestreams, podcasts, and all associated media
- Leverage AI to identify usage patterns and trends
- Enforce and protect Weldmonger trademarks and intellectual property
- Establish and nurture wholesale partnership with MPO Global

Clutch Technologies. – Atlanta, GA

Product Specialist   **March 2020 – July 2020**
- Subject Matter Expert on product offering: Single VIN Subscription, Multi Vehicle Subscription, Service Pickup and Delivery, and Integrations
- Created and conducted use case specific product demonstrations for high profile brands like Porsche, FCA, Audi, and Mercedes
- Created detailed product demo videos and guides for both internal and external use
- Tier 1 support for national sales team answering product questions, providing demo support and creating demo collateral for regional sales directors (prototypes, test data, demo scripts)
- Wrote technical guides on integrations between Clutch Tech and other vehicle fleet mobility products like TSD Cirro, Xtime, Dealer.com and AutoTrader
- Managed expectations with Quality Assurance team to ensure demo environment stability and efficacy
- Used detailed product knowledge to draft and approve test cases for Quality Assurance unit testing
- Trained cross functional teams on upcoming features

Weldmonger Enterprises, Inc. – Acworth, GA

Mobile Development & E-Commerce Specialist   **May 2013 – February 2020**
- Mobile Application Design, Development, and Deployment
- SEO and User Experience optimization on multiple E-Commerce platforms
- Market analysis using Social Networking tools to cultivate engaging advertisements
- Created passive revenue streams through amazon affiliate links, product fulfillment services, advertising campaigns, and content monetization
- Behavioral analysis and feedback collection to improve online store conversion
- Optimized use of YouTube and Facebook video platforms to improve traffic and revenue
- Community Management via creation and moderation "Welding Tips & Tricks Forum" with 13k members
- Maintained branding principles across all platforms to singularly promote product offering

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AirWatch VMWare – Atlanta, GA

Product Marketing & Instructional Design   April 2012 – May 2013

- Designed coursework for customers, partners, and personnel
- Used real world use cases of Mobile Device Management to train internal teams and customers
- Created workbooks and supplemental guides as trainee reference material
- Conducted training onsite and remotely for AAA partners like Exxon, AT&T, and the NFL
- Scheduled trainers across multiple departments internationally
- Answered support calls and resolved issues in networks, SQL databases, and product configuration
- Responsible for the creation and delivery of "Training Webinars" with audiences as large as 150
- Developed and edited voice-over training modules accessed via customer Knowledge Base
- Maintained and initialized virtual servers containing sample data to create an ideal training simulation

Nuesoft Technologies – Marietta, GA

Product Manager   June 2010 – March 2012

- Extensive Project and Product Management in an Agile Development environment
- Thorough market analysis of the health informatics industry to propose product enhancements
- User experience and prototype design for Practice Management, Electronic Health Record, mobile and web-based health care applications
- Created detailed software specifications with itemized functional requirements
- Product release tracking between Atlanta and India development engineers as well as Sales and Marketing teams to clarify product definitions and business requirements
- Notable Projects: point of care solution for physicians on both iOS and Android platforms, billing system for anesthesiologists, patient visit template system, redesign of online student health portal
- Subject Matter Expert and editor of client training materials (release notes, training videos, user guides)

EDUCATION

Kennesaw State University – Bachelor of Science in Information Systems

- Graduated Magna Cum Laude 2010 – Kennesaw, GA   **GPA 3.86**