



**JAMES E. CAIN**

PHONE: (314) 550-9370

E-MAIL: JAMES@OPENTHESHUTTER.COM

## EDUCATION

### MISSOURI UNIVERSITY OF SCIENCE & TECHNOLOGY

Rolla, MO  
Bachelor of Arts

### ST LOUIS COLLEGE AT MERAMEC

Kirkwood, MO  
Graphic Communications

## TECHNICAL PROFICIENCIES

### DATA ANALYSIS

Visual Basic, SQL (Oracle SQL / MySQL), Big Data, Hadoop Training

### PROJECT MANAGEMENT

CRM systems, Active Collab, Mavenlink, Telegence, WebMom, Prospector Plus; Basecamp, Dropbox, Slack, Todo, IFTTT

### MICROSOFT OFFICE

Word, Excel, VBA, Powerpoint, Outlook, MS Project

### ADOBE CREATIVE SUITE & DESIGN PROGRAMS / WEB DESIGN /

#### COMPUTER PROGRAMMING

Photoshop, InDesign, Illustrator, Dreamweaver, Acrobat, Quark, HTML5, CSS, WordPress, JavaScript, JQuery, Bootstrap, MSVisio, C++

### SOCIAL MEDIA & SEO

Facebook, Twitter, Google+, LinkedIn, Behance, Vocus, PRWeb, PR.com, RavenTools, AdWords, PPC Campaigns, Market Samurai

## AWARDS AND CERTIFICATIONS

- Dean's List.
- Property / Casualty (2012) / Life & Health (2012)
- Google Adwords Certification.
- Multiple commendations for job excellence in billing at AT&T, including six-month "Count on Me" award.
- "Employee of the Month" - June 2005.
- Personally recognized by 4th line manager for superior customer service.

## CLIENTS SERVED

### SAINT LOUIS

KETC, St Louis Symphony, Sunnen, Paric, Third Degree Glass Factory, MiraSmart, Crescent Condo,

### NATIONAL

CCFM (Affiliate of the Archdiocese), Fourthstone, Marriot Hotels, Best Western, Spring, Global Crossing, Sonic, Starrco, Brookshire Brothers Grocery, ICB International

## PROFILE

Accomplished business analyst possessing well-developed skills and experience in evaluating and improving business systems and processes. Attention to detail and thorough application of problem-solving techniques while being sensitive to keeping projects on time, within scope, and under budget. Collaborates with management and clients while coordinating activities to stay on course. Works closely, effectively with all staff to understand needs to accurately meet goals.

## (SEO) BUSINESS ANALYST, EDWARD JONES; ST. LOUIS, MO — 2015

- Sole member and single handedly was the only Intranet SEO analyst for Edward Jones for both the United States and Canada.
- Seamlessly transitioned work from outgoing associate.
- Thoroughly improved spreadsheets and mechanized processes done via Excel macros, was able to complete the same job as was done historically, while also saving the company 80+ hours per month.
- Completely overhauled the tracking spreadsheet, which monitors intranet search feedback; improved reporting (20% improvement) is able to better analyze areas of improvement and observe at a glance effectiveness of changes.
- Reported 58% more issues concerning search between January and March 2015 then were reported from May 2011 to December 2014.
- Wrote and re-organized several testing procedures.
- Conducted bi-weekly testing on critical server systems.
- Single-handedly monitored changes to search suggestions within search. Investigated business needs requests and when appropriate, solves with Google console items (key-matches, related queries, removing documents from search).
- Backfill for Senior Analyst to write various macros for the department, including the monthly missing and late report for the web authors.
- Utilized SQL to gather data from multiple departments; wrote a Visual Basic program to convert CSV to readable excel spreadsheet with set parameters and auto-generate a custom-report for each department.
- Headed NPS project; re-wrote PDF import program.
- Met with associates regarding glossary items and handling future reporting through an updated Policy Tester tracking sheet.
- Met weekly with project coordinator to discuss current and ongoing issues related to search and remain engaged to areas of improvement.
- Maintained a positive relationship with Information Technologies department to better coordinate testing and other issues.
- Assisted in data scrubbing for branch visit project.
- One of three analysts on two separate steering committees to discuss how best to guide the organization's future regarding analyzing search in terms of big data search and how better to process online forms.
- Trained in Big Data and Hadoop.



**JAMES E. CAIN**

PHONE: (314) 550-9370

E-MAIL: JAMES@OPENTHESHUTTER.COM

## **BUDGET ANALYST, FIDELITY COMMUNICATIONS; SULLIVAN, MO — 2014**

- Worked directly with the CFO and chief financial officer to develop a new macro in Excel and Visual Basic to preserve existing data, add formulas, and develop a series of charts designed to analyze a specific expense and determine using past trends, what the budget for that expense should be for the coming year.
- Worked with the department heads of the collections department to develop a procedure for their new billing system, and assign work based on individual, region, and workload.
- Served as backfill for the Accounting and Revenue Accounting departments, including preparing and sending out monthly budget reports, reviewing carrier bills for discrepancy, and reconciling company-wide bills which had not included late payment charges.

## **DATA ANALYST / PROJECT MANAGER / SCRUM MASTER / COMMUNICATIONS MANAGER, INSITE ADVICE; ST. LOUIS, MO — 2012 - 2014**

- First to develop a detailed workflow for all departments at Insite Advice.
- Replaced the outdated milestone management system with a custom-designed 45-step workflow with 9 new milestones
- Increased workflow tasks by 80% to increase accuracy while increasing efficiency in terms of projects completed by 30%.
- Developed an excel macro to analyze SEO data and generate a client-ready report within seconds, not hours or days, improving efficiency by 98.75%.
- Projects quoted to be completed in 8 weeks had an average completion time of 3.5 weeks resulting in instantaneous profits and noted as a successful endeavor.
- Using MSVisio, led UX / UI design and wire-framing design to develop a rough-draft of their site and obtain client agreement on location and hierarchy of their design.

### **Project Manager:**

- Relied on SAP Portfolio to oversee a team from a resource pool of 15 representatives, leading 10 to 15 projects simultaneously.
- Developed budgets through the SDLC lifecycle, ranging from \$5K to \$100K.
- Use CRM, daily meetings, and IM to assess status and coordinate with team on all tasks, adjusting for balance of workloads, assessing target dates, and weighing results against budgets & timeframe constraints.
- Used Agile methods throughout the SDLC process; through the use of CRM, Project Management software, and personally created Excel-based Gantt charts, was able to track budgets, timelines, hours applied, as well as review the progress of each project and allocate resources to each accordingly.

### **Scrum Master:**

- Commanded client & team member needs analysis / discovery meetings to overcome client objections, determine initial information to develop superior contract and project action item list.
- Combated resistance with one-on-one and group training sessions.
- Met daily with department heads of all teams currently or about to be working on the project; met weekly with stakeholders and designated C-level managers / directors to inform of project status.
- Worked directly with C-Level managers / directors to gather detailed / high-level requirements of the project. Developing commitment to the scope of the project, helped ensure a successful Big Design Up Front (BDUF) approach with most potential out-of-scope variables discussed at the initial meetings. A la carte requests were either added with a budget and time reassessment or were slated to be included in a phase 2 at the conclusion of the existing project.
- Led post-project team meeting to determine areas of improvement.
- Oversaw training & testing during close of project's implementation phase.

### **Communications Manager:**

- Established a rotating quota for content to keep websites and word-of-mouth marketing fresh.
- Maintained 20+ Internet Marketing clients; managed support staff to develop new content, oversee reports, and develop strategic planning.
- Wrote dozens of press releases / blog content for national and local consumption using the platform PRWeb, VOCUS, PR.com, STLToday, and Wordpress blogs; coordinated with reporters to advance specific articles to promote exposure.
- Developed social media strategy and created infographics with accompanying content to appear in blogs and alongside press releases to promote evergreen content, brand recognition and advance client's mission statement.
- Used CRM to assess status and coordinate with team on all tasks, adjusting for balance of workloads, assessing target dates, and weighing results against budgets & timeframe constraints.
- Commanded weekly and monthly meetings with internal and external clients to assess quotas and develop evergreen content to promote exposure through social media, community outreach, and local events.
- Google Adwords certified; maintained 15+ PPC clients monthly, writing ad copy and holding bi-weekly meetings to discuss ad strategy and promote local and national marketing campaigns.
- Product photography; videographer: shot and edited pre-recorded / live webinar video-client introductions, tutorials, and commercials.



**JAMES E. CAIN**

PHONE: (314) 550-9370

E-MAIL: JAMES@OPENTHESHUTTER.COM

## **PROJECT MANAGER / INSURANCE AGENT, STATE FARM / FAMERS INSURANCE; ST. LOUIS, MO — 2010 - 2011**

- Office Manager; Responsible for reviewing policies with clients with an emphasis on commercial policies, setting appointments, training younger team members, routing and tracking invoices / sales receipts
- CRM experience maintaining electronic filing, consistent follow-up for customer activity for team members.

## **PROJECT MANAGER / BUSINESS BILLING / CUSTOMER SERVICE REP, AT&T; ST. LOUIS, MO — 2000 - 2010**

- Project Manager for 8 years on Long Distance Projects; Managed CRM (WebMom) on all incoming projects, utilized waterfall and responsibility matrix to delegate appropriate tasks, and to observe, implement, and finalize per workflow internal and client resolution requests.
- Interacted directly with enterprise customers, investigated billing issues, and accounts receivables.
- Created large databases, developed complex documents, and personally designed a re-rate calculator, which improved efficiency in our office by 327%.
- Worked in sales for two and a half years; quotas were either at or exceeded goal. In 2009, achieved nearly perfect total customer service survey responses; only one point away from 100%.
- Received multiple commendations for job excellence in billing, including six-month “Count on Me” award and “Employee of the Month” for June 2005. Was personally recognized by 4th line manager for superior customer service.

## **SKILLS**

Project Manager, Project Management, Scrum Master, Communications Manager, Data Analysis, Visual Basic, VBA, Communications, Telecommunications, DSL, Mobile Design, Responsive Design, Wireframe, UX Design, UI Design, UX / UI, Radio Announcer, Broadcaster, Computer Programmer, Web Design, CSS, HTML, WordPress, Business Billing, Marketing, Property & Casualty Insurance License, Life & Health Insurance License, Merchandising, Accounting, Customer Service, Management, CRM Proficient, Social Media, Internet Marketing, Content Creation, Content Management, Vocus, PRWeb, SEO, Project Manager, Adobe Photoshop, Adobe InDesign, Vector Design, Mac / PC Proficient, Graphic Design

## **STRENGTHS**

SEO, Strategic Planning, Problem Resolution, Risk Management, Communication Manager, Marketing Support, Leadership, Progress Reports, Macro Development, Brand Sensitivity, Detail Oriented, Mentoring, Web Design, Client Communication, SQL, Hadoop, Big Data