

Brandon K Boswell, MBA

Full Stack, UI/UX Designer & Front End Developer

Experience

CTO/Lead Developer

Cont3nt.com

Nov. 2012 - Present

At Cont3nt I took a venture-backed startup from prototype to a scalable product. I designed and developed our API, Backend, DevOps, Design and User Experience. Basically, everything you see now at Cont3nt.com, I wrote. We currently service 25,000 registered users across 1000 media companies in 25 countries.

Lead Designer

Copy Cat Printing & Design

Oct. 2007 - Nov. 2012

At Copy Cat I was a graphic/production designer for print and web. I would work with clients to strengthen their value propositions & convert those into campaign themes for stronger Integrated Marketing. Also while at Copy Cat I planned and launched new product lines, increasing company net profit margin from 5% to 11%. Including planning, engineering, designing & developing their first online ordering system. Ultimately I led a team of 8 in transforming a print company into a multimedia marketing agency.

Owner/Photographer

Brandon Boswell Photography

Oct. 2009 - Present

In 2009 my girlfriend (*now wife*) and I began the journey of creating a wedding photography company from the ground up. Over the following years we generated exceptional customer experiences to drive new business via social media & word of mouth, thus lowering our need to advertise & client acquisition costs. Still to this day we do not have to advertise, while performing anywhere from 10-20 weddings annually.

Education

MBA - Data Analytics

2010 - 2012

Virginia Commonwealth University

Bachelor of Science - Marketing

2006 - 2010

Virginia Commonwealth University

Awards

- Graduated Top of Class at VCU Marketing, Magna Cum Laude
- Lean Startup Machine Winner
- 2-Time Photoshop World Guru Award Finalist
- Adobe Prerelease Tester (Photoshop, InDesign, Agora)





About

A designer turned full-stack developer, one of those detail oriented guys who is a bit OCD about pixels, fonts and alignment. I'm passionate about clean, expressive code and solving real problems, not building unnecessary technology.


What I'm Up To

I'm a Lean Startup Machine Winner and a VCU MBA with a focus on Data Analytics. A Prerelease Tester for Adobe and Two-time Photoshop World Guru Award Finalist. I'm currently CTO/Lead Developer at Cont3nt, where we are building an online market for freelance journalists to sell their stories to news organizations in realtime.

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