

# Taylor Oliphant

tayloroliphant.com | tayloroliphant@gmail.com | 440 941 1785

## Summary

Kindness-driven MBA with a passion for science, technology, and the arts. Equipped with a diverse skill set in web development, AI development, business strategy, and project management. Highly motivated to make a positive impact through innovative solutions and hard work.

## Core Competencies

- Web Development
- SaaS Development
- Business Intelligence
- ROMI Optimization
- Project Management
- Business Writing
- Content Creation
- AI for Business
- Budgeting & Forecasting
- Process Improvement
- Quality Assurance
- Training & Coaching

## Employment History

### Full Stack Web Developer and Strategy Consultant | 2002 – Present

Freelancer | The A-Z of web development and internet marketing

Clients included: E-Trade, Morgan Stanley, Charles Schwab, Discover Brokerage, Paramount, SunPower, One Million Lights, Rotary International, Give Power Foundation and more.

- Crafted and implemented tailored AI marketing strategies for high-profile clients, utilizing SEO, PPC, and data analytics to achieve over a 70% increase in conversion rates.
- Led globally dispersed teams to deliver web development and marketing projects, consistently upholding high standards and exceeding client expectations.
- Directly contributed to content creation and coding, ensuring adherence to industry best practices across all projects.
- Partnered with stakeholders to develop solutions that aligned business objectives with user needs, driving mutually beneficial outcomes.

### Business Analyst | 2022 – 2024

Briteskies | Specializing in e-commerce solutions, data analysis, and strategic planning

Clients include: United Wheels, Broan NuTone, Hawkridge Systems, and more.

- Lead the analysis of business requirements for e-commerce solutions, consistently saving clients tens of thousands annually by ensuring best practices are implemented.
- Collaborate closely with development teams, UI/UX designers, and clients to design and implement solutions that enhance user experience and boost sales.

- Partner with stakeholders to optimize online stores, focusing on custom module development, performance tuning, third-party integrations, and strategic business planning.
- Implement and oversee rigorous QA processes using Jira, ensuring all development tasks meet quality standards and project requirements while effectively managing issue tracking and resolution strategies.

## Previous Professional Experience

**Bond Resources** | VP of Integration and Design | San Mateo, CA

**Mexitel Communications** | IT Manager | San Mateo, CA

**Refract Media** | Web Developer | Los Gatos, CA

**Computerware** | Sales Agent | San Mateo, CA

## Education

**Purdue University** | Master of Business Administration | 4.0 GPA | Alpha Alpha Alpha, The Society for Collegiate Leadership & Achievement

**Excelsior University** | Bachelor of Science in Liberal Arts (Sociology and Applied Statistics) | 3.87 GPA | Magna Cum Laude

**Harvard University** | Leadership and Communication Professional Certificate

**University of Pennsylvania** | AI for Business Professional Certificate

**Lund University** | AI & Law Professional Certificate

## Awards and Accomplishments

- Helped generate millions in revenue by innovating Magento-based e-commerce solutions.
- Garnered a 1000% increase in social media followers for several prominent thought leaders.
- Developed news tracking software for nonprofit organizations, similar to business intelligence news aggregation services, at the Robert L. Lewis Academy of Scholars.
- Managed marketing for the Solar Maasai Project, which built a solar power station providing electricity to the Emprukel Valley of Southwestern Kenya.
- BondResources.com was awarded Best Bond Site by Money Magazine.
- Systems developed for Mexitel Communications were prominently featured in The Wall Street Journal.
- Launched Refract Media as a kid at Steve Wozniak's house, developing websites for well-known Silicon Valley businesses and individuals.