

KEITH M. SOARES

Greater Metro DC/Alexandria, VA

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STRATEGIC TECHNOLOGY AND DIGITAL INNOVATION

Highly user-centric technology and digital leader with excellent relationship-building skills. Expertise growing a seven-figure digital development agency from the ground up and delivering over two decades of innovation for non-profit, commercial, government, health, education, and environmental organizations.

Well versed in multi-faceted, cross-platform technology utilizations and integrations, with a strong strategic focus, delivering success for public- and private-sector clients in a wide range of industries. Expertise in the strategy, design, and development of digital products (websites, apps, AR, voice assistants), content/data management frameworks, diverse technology integrations, network and server configuration and deployment, and innovative solutions. Believes strongly that technology must solve organizational problems and not that technology should dictate to the organization. Self-confident, organized, and a motivated go-getter.

Expertise in:

- Cross-Platform Digital Strategy
- Full Lifecycle Web & App Development
- User-Centric Technology Focus
- Audience Experience & Engagement
- Human-Centered Design & Brand-Focused Communications
- UI/UX Mastery
- Programming & Database Development
- Digital Innovation & Engagement
- Technology Solutions Management & Third Party Relationships
- Budgets & Revenue Generation

PROFESSIONAL EXPERIENCE

Bean Creative, Co-Founder & Vice President

February 1997 - February 2020

Led one of the DC area's first digital agencies with 7-figure revenues based on a proven track record of web, app, and mobile marketing innovations for non-profit, health, government, education, entertainment, and Fortune 500 level clients. Managed relationships and digital strategic planning for 300+ clients driving business growth of 15% year-over-year. Responsible for all project facets, from initial client prospect communication through full lifecycle development and post-launch support.

Fostered excellent client relationships and referrals by building trust and rapport with clients and industry partners, while building a top 20 DC-Metro area digital agency.

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Digital Strategy: Spearheaded digital development projects across a variety of industries. Created strategic plans for all project facets in collaboration with client organizational requirements, structural needs, and limitations. Planned projects with a clear focus on user needs and expectations. Guided numerous non-profit organizations through the daunting process of not only determining technology needs but solving integration issues and providing the maximum value for budgetary dollars.

Innovative Technology: Continuously kept abreast of new technologies with an eye toward implementing future-forward client work, features, and functionality. Strategized on how to tackle new trends and explain their advantages to clients, such as voice assistants and AR. Worked with internal and external teams to conceptualize and implement new technology solutions that expanded client capabilities within budget.

- Developed a proof of concept solution that garnered an education client \$1M in sales at a preliminary event, resulting in a multi-year contract to develop and support multi-person touchscreen capabilities for in-person learning. Translated the proof of concept into the final product shipped to market, on time and within budget, including custom developed behind the scenes tools to allow the client's staff to produce and deliver updates via the Internet to buyers' locations anywhere in the world.
- Designed from scratch a iPhone app featured by Steve Jobs, dominating iTunes as a top 5 education app for PBS over 5+ years with more than 750k downloads and \$2.25M in revenue. Further translated this app to successful iPad, Android, Kindle, Nook, and Windows Phone iterations.

Full Lifecycle Development Leadership: Guided teams of designers, developers, programmers, and project managers from initial project conception through a carefully structured process of requirements analysis, technology review and planning, UI/UX design, data planning, integrations documentation, graphic design and implementation, including programmatic solutions, both off-the-shelf and custom.

- Led a comprehensive web engagement with the Tennessee Performing Arts Center to strategize, architect, and implement a new solution allowing their internal staff to seamlessly connect their core internal digital platforms for hosting performances and selling tickets up-to-date for audiences and visitors to view and make purchases across ever-changing events in multiple venues, including dynamic capabilities to indicate seating configurations, pricing at multiple tiers, special needs, and more. After the implementation of these new features, ticket conversions rose by 115% and visitorship increased 60%.
- Planned and implemented a massive technical overhaul for the world's largest children's museum, completely updating their platform, brand, user experience and organization, and integrating with third party systems, garnering the museum a 92% increase in membership sales. Further brainstormed uses for their systems that resulted in the museum updating their internal exhibits to leverage cloud-based data for easily manageable, up-to-date information to present to visitors, allowing staff to maintain one resource that fed both digital and physical presentations seamlessly.

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Client-Focused Support: With a keen eye toward each clients' individual internal capabilities, led mixed teams of internal and client staff through daily operations, maintenance, content updates, and technical support.

- Created and monitored membership data procedures for the American Academy of Periodontology while ensuring data was seamlessly up to date at all times via client backend systems, as well as maintaining client cloud solutions via third party relationships.
- Worked with the American Political Science Association to develop a complete custom panel and poster session submission process, including management of panelists, papers, abstracts, submission reviewers, and the full assembly of final event details, taking a significant burden of manual work off internal staff.

Recognition and Awards: Winner of more than 75 top interactive and web industry awards, including 8 Webby Awards, and featured in *The New York Times*, *The Huffington Post*, *The Washington Post*, *USA Today*, and *FORTUNE*.

Client Shortlist: Verizon, FEMA, Consumer Technology Association CES Show, National Geographic, American Academy of Periodontology, Airports Council International, Hospitality Sales and Marketing Association International, Tennessee Performing Arts Center, American Political Science Association, Digital Promise, FORTUNE, PBS, American Red Cross, Carnival Cruise Lines, "Weird" Al Yankovic, Smithsonian Institution, Department of Transportation, Telecommunications Industry Association, Library of Congress, Inova Hospital System, Penguin Random House Publishing, United States Army, Discovery Channel, National Wildlife Federation, and the Department of Labor.

Capabilities: Programming languages/scripts including ObjC, C++, Java, PHP, Javascript, and associated technologies like HTML, CSS, XML, JSON, jQuery, Twig, etc, as well as related IDEs for development. Relational database design and maintenance using SQL. Content management including WordPress, Drupal, Joomla, Craft, Sitefinity, and others, including custom theme, plugin, and module development. Windows and Linux server management and network administration.

Freelance

February 2020 - current

Manage full web development, content management, e-commerce solutions, security, vendor management, and technology support for multiple freelance clients' digital projects, including a childhood cancer charity, an independent book publisher, a debt relief law firm, and a national peace activism organization.

Prior to Bean Creative

Worked in-house as web development director and digital strategist for Community Associations Institute and American Society of Travel Agents, providing full lifecycle web design and development to meet organizational requirements.

Education

Bachelor of Science – Applied Design, UNIVERSITY OF MARYLAND, COLLEGE PARK