

JASON RYAN HARRIS

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Feb 2015-Oct 2016

Senior Manager, Communications and Evangelism, Sysomos

My role as Sr. Manager of Communities and Evangelism was a hybrid role as integrated communications director, community builder and industry subject matter advisor/expert. My role shaped and led the campaigns that drove community building with our user base and worked to build solid relationships to create a passionate customer advocates.

- Drove all PR/Comms efforts and global communications agency relationship. Served as editor in chief, owning all communications including social and PR, and advised Sysomos' thought leadership platform
- Managed communications staff, responsible for customer evidence engine and webinar program
- Owned the planning and execution of key targeted audiences including: brand/agency marketer and influencers, universities and advocates. Leverage data-driven methodologies and incorporated into future plans
- Developed the strategic direction and application of community and evangelism best practices to address new growth opportunities for Sysomos, identify knowledge gaps and prioritize opportunities
- Built a scalable and repeatable [Sysomos In the Classroom](#) university relations program
- Owned community and influencer segments to ensure Sysomos is an integral part of industry conversations
- Communicated regularly with exec leadership and internal stakeholders to understand objectives and opportunities

Jul 2013-Feb 2015

Senior Account Manager, Influencers and Advocacy, Republic Publishing (acquired by Text100)

Promoted to Senior Account Manager and serve as agency lead and Influencer Marketing Manager for Republic Publishing for our client, Microsoft Mobile. Maintained leadership role in social and evolved social marketing metrics and reporting.

- Managed and oversaw all influencer activations including large-scale product launches, resulting in 751 million impressions and 33,000 shares since the inception of our program in July 2013 through 20+ in-person events
- Acted as client manager to ensure alignment and buy-in for all influencer marketing efforts
- Managed all social reporting and accountability to the client. Reporting tools mastered included: Radian6, SocMetrics, Seen Moment, Twtrland and more
- Served as program manager and event coordinator on international events and large-scale social media conferences such as Social Media Week, Nokia World and more
- Coordinated influencer activations and alignment across other Microsoft business units and partner companies such as Monster, MGM Resorts, Visit California and more
- Ensure product key selling points are engrained in an organic fashion with influencers

Mar 2011-Jul 2013

Community Manager and Editor, Republic Publishing

As a part of Republic Publishing, I worked within the North American Marketing organization, I served as a US Editor of the for Nokia Conversations, Nokia's corporate blog and the world's 4th most read corporate blog, according to Technorati.

- Managed editorial, engagement and activities with Nokia's US Twitter presence. Organically grew Twitter channel from 5.9k to 80k in 15 months while maintaining response rates in the top 10% of all corporate Twitter feeds
- Partnered with US/Europe corporate communications on social aspects of product announcements and corporate initiatives
- Developed, planned and implemented social marketing strategies
- Originating, writing and publishing content as U.S. Editor at Nokia Conversations
- Manage Influencer events on Nokia's behalf to establish new relationships and foster existing ones
- Take complex apps and services and make them approachable to a non-technical audience
- Manage and communicate with readers/commenters via Twitter and blog comments. Monitor traffic and other metrics to track and enhance further published materials

Jul 2012-Apr 2013

Community Management Consultant, Eli Lilly and Company, Indianapolis, Indiana

Lilly Clinical Open Innovation is a group taking open innovation and adapting it to the clinical development arena.

- Served as Managing Editor of the Lilly COI Blog and social channels
- Developed the editorial process, target personas and message map of the launch of the Lilly COI blog
- Developed standards and practices employed in the launch of Lilly COI's Twitter presence

Nov 2011-Jun 2012

Consultant: Technology + Community, Context Partners, Portland, Oregon

Context Partners is a small consultancy focused on building engaging communities for both non-profit and corporate clients with a concept centered on transformative change and market opportunity.

- Analyzed business needs and developed community engagement strategies.
- Lead and developed technology solutions that enabled community build-up and engagement for the sponsoring organization. Guided clients through strategy and implementation process, ensuring buy-in and confidence.
- Mentored and coached upcoming community managers, led strategy and workflow development for teams.
- Wrote technical documentation for applications, platforms and online communities.
- Clients included Eli Lilly, Carnegie Corporation of New York and Kmart Fashion.

Sep 2010-Sep 2011

Partner Solutions Architect, Learning.com, Portland, Oregon

Learning.com is an educational technology company that specializes in delivering online content to teachers and a sales channel to third-party content publishers.

- Client-facing position where I used my technical/programming background and business development skills to manage partner relationships end-to-end.
- Provided relationship management at onset, duration and ongoing with partners, internal and external to Learning.com.
- Served as account manager for companies such as Disney, SAS Curriculum Pathways, BrainPOP, etc.
- Prioritized problems based on customer's business needs and value propositions
- Based on my knowledge of web programming technologies, system interoperability and client business needs, proposed and shepherded technical integration of partner products into Learning.com's digital learning environment.
- Generated proposals, based on Learning.com's capabilities and client business needs. Handled all legal documents and associated discussions throughout the integration lifecycle.
- Consulted with executives, project managers, product managers and other stakeholders throughout departments on deep platform and technical questions in solution development.
- Provided relationship management at onset, duration and ongoing with partners, internal and external to Learning.com. Liaised between product engineering, sales and marketing departments within Learning.com.
- Required ability to manage multiple priorities, strict attention to detail, awareness of business needs and business rules.

Jul 2010-Dec 2010

Social Media Manager, BitDefender, Ft. Lauderdale, Florida (Part-time/remote)

BitDefender is a security firm that makes anti-spyware and anti-virus software for Windows computers

- As a consultant, I analyzed business needs and developed community engagement strategies.
- Served as BitDefender's representative on Twitter and Facebook.
- Coordinated messaging, distribution channels and managed a team of 20 an agency effort to publicize product offerings and features.
- Lead the social media and marketing effort behind the BitDefender 2011 product
- Interfaced with teams in Florida, California and Romania
- Created and edited content for blogs, Twitter and Facebook

Mar 2009-Nov 2011

Community Manager, Taptu, Cambridge, United Kingdom (Part-time/remote)

Taptu was a mobile search engine for mobile phones. We released apps for iPhone, Android devices, Palm, and BlackBerry.

- Managed all public relations with traditional media and social media.
- Edited and managed all aspects of the Taptu corporate blog and social media presence on Twitter and Facebook
- Attended and hosted events to advocate Taptu's messaging and foster new relationships in the mobile world
- Created and nurtured exciting marketing and outreach efforts
- Serve as Taptu's community voice, taking feedback integrating it into our corporate strategies
- Develop and test products on various mobile platforms

Dec 2006-Aug 2010

Developer/Analyst, David Evans and Associates, Portland, Oregon

David Evans and Associates is a civil engineering/design firm that specializes in infrastructure and sustainable engineering projects.

- Developed all new applications in ASP.Net/C# with SQL Server databases. Projects included an online catalog for DEA U, an internal training "university" and others utilized by corporate departments.
- Maintained legacy Access applications for HR, records management, and finance departments
- Singled handedly managed enterprise adoption of SharePoint 2007
- Managed all internal SharePoint sites. Also consulted on and built external sites for project use, used by clients and sub-contractors
- Educated and trained staff about the benefits and practices of adopting social media tools within the enterprise.
- Selected as a member of the 2008 Future Leaders program, an intensive professional development program to accelerate and incubate our path to leadership within the organization. This program ran through April 2010

Mar 2006-Dec 2006

Web App Developer, Intel (Contractor)

June 2005-Jan 2005

Web App Developer, Infocus

Oct 2001-Jun 2005

Database Analyst/Programmer, State of Oregon: Dept of Community Colleges

Oct 2001-Sep 2001

R&D Software Engineer, Hewlett-Packard Company

Education/Training

Oregon State University Bachelor of Science

Business Administration option in Management Information Systems (MIS). Minor in Computer Science, (June 2000)

Extracurricular

Independent journalist:

- 2010-Current: Rudy Maxa's World – I'm the tech correspondent for the United States' most listen-to radio show dedicated to travel. This nationally syndicated show is has an audience of 2+ million.
- 2004-Current: Techcraver.com – technology blog that covers marketing, mobile technology, consumer electronics, social media and community building
- 2009-Current: Pintsandsteins.com – a publication dedicated to craft beer, especially from Oregon/West Coast
- 2008-2011: CMSWire – wrote daily news articles and a weekly column titled Social Media Minute
- 2006-2007: GigaOm: write news and analysis columns on mobile startups/devices/services, consumer electronics and how the web worker lives/works