PATRICK BEESON

ABOUT

I'm an engineering manager with a background in media and content strategy.

SPECIALTIES

» Full-stack web application development with a mobile-first perspective

» Stategic planning and multi-platform product development

» Engineering team leadership

» Agile project management and Scrum

LANGUAGES

Experienced with Java, Python and Django, SQL/Postgres, JavaScript/TypeScript and React JS, HTML, Sass/CSS, Apache/NGINX, PostgreSQL, Docker and AWS services.

MORE

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GitHub » github.com/patrickbeeson

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971-336-8678 » patrickbeeson.com

WORK EXPERIENCE

ENGINEERING MANAGER

CrowdStreet, April 2022 to present

Managed two engineering teams (five direct reports including one hire) building internal business tooling for D2C and B2B operations including money management, investment analytics and investor management; created and lead engineering documentation guild.

SENIOR ENGINEER, TEAM LEAD

CrowdStreet, March 2015 to April 2022

Senior member of a product and engineering team through five rounds of funding totaling $67.9 million, with more than $4 billion invested across 709 deals through the CrowdStreet platform; architect of business-critical features such as e-signing, accreditation and KYC/AML verification integrations, CRM and employee tooling, investor closing process and registration workflow.

DIRECTOR OF DIGITAL STRATEGY

The Variable, January 2014—March 2015

Led web strategy and front-end development for Southern-grocer Lowes Foods rebranding; built web-based sales/marketing platform for Sunshine Beverages; created web application to test consumer preferences toward do-it-yourself training for national home-improvement retailer Lowes Home Improvement; advised national clothing retailer Soffe on best practices for web development and website redesign; furthered development of internal business intelligence toolset and web application environment

DIRECTOR OF DIGITAL COMMUNICATIONS

Wake Forest University, December 2011—January 2014

Managed a team of five developers (two hires); led upgrade of web server environment and WordPress CMS; integrated code-management process using Git; increased collaboration with and confidence of University partners; informed decision-making through data and testing; launched website for the University's $1 billion, five-year capital campaign
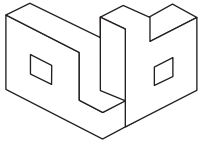
PATRICK BEESON

CONTINUING EDUCATION

PYTHON PROGRAMMING, O'Reilly School of Technology

PROJECT LEADERSHIP, Griffin Tate Group

PROJECT MANAGEMENT CERTIFICATE, University of Tennessee

PROJECT MANAGEMENT EXAM: INTENSIVE REVIEW, University of Tennessee

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WEBMASTER

Virginia Tech Carilion Research Institute, December 2010—December 2011

Built Django-based CMS for VTCRI and its labs; evolved design for VTCRI and lab websites; advised on best practices for the web publishing; created marketing collateral for visiting scholars series

PROJECT MANAGER » CONTENT MANAGER

E W Scripps, November 2007—December 2010

[As project manager] Managed the development, documentation and launch of enterprise Django-based CMS for 14 newspaper websites

[As content manager] Lead content distribution efforts with Yahoo! and Amazon; managed vendor relationships; advised on best practices in content strategy

ADJUNCT PROFESSOR

University of Tennessee School of Journalism and Electronic Media,
October 2007—December 2010

[JEM 200 Newswriting] Taught sophomore communications students how to be dynamic, multi-platform journalists; emphasized writing for the media, photo journalism, audio editing, HTML and search engine optimization

[JEM 422 Managing News Websites] Taught senior-level journalism students about the many responsibilities involved in managing a news website; emphasized using a content management system, analytics, advertising, HTML and CSS, search engine optimization and social media

[Tennessee Journalist faculty advisor] Advised students managing and producing content for the award-winning Tennessee Journalist news website (http://tnjn.com)

WEB STANDARDS DEVELOPER

The Roanoke Times and roanoke.com, May 2005—February 2007

Led optimization efforts for roanoke.com and niche websites using Web Standards for performance, accessibility and search engine optimization; maintained website infrastructure, and developed interactive tools to enhance the user experience and drive engagement

EDUCATION

UNIVERSITY OF ALABAMA

Master of Arts, Journalism, 2003—2005

Master's project focused on weblogs and journalism. It was published in three parts by SPJ's Quill Magazine (March 2005, April 2005 and August 2005).

Contributing author of "Media Bias: Finding It, Fixing It," published in 2007 by McFarland & Company and edited by Wm. David Sloan and Jenn Burleson MacKay.

APPALACHIAN STATE UNIVERSITY

Bachelor of Science, Public Relations, 1999—2002