

# Wade Sisco

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## PROFESSIONAL EXPERIENCE

### United Industries UltraBoard, Bentonville, AR Sep 2017 – July 2022 **Marketing Director**

- Elevated UltraBoard's organic website traffic by over 200%, achieving first-page ranking for the brand name on search engines.
- Established social media presence from ground zero, utilizing Facebook for customer service, Twitter for distributor and sales team updates, and Instagram and YouTube for brand visibility.
- Orchestrated Facebook ad campaigns that significantly boosted specialty product sales, avoiding economic downturn.
- Managed Google AdWords campaigns that generated dozens of new sales leads for distributors weekly.
- Revamped product packaging, leading to a 60% increase in sample kit orders due to enhanced visual impact and virality.
- Created and managed customer video review programs, resulting in increased engagement by influencers who provided tools to their audience.
- Designed and developed both the informational and e-commerce websites from scratch.
- Authored SEO-optimized blog copy, contributing to the brand's online visibility.
- Coordinated and executed trade show presentations in multiple U.S. cities.
- Managed and coordinated internal and external staff and vendors for multiple projects.

### R&R Solutions, Bentonville, AR Jun 2015 – Aug 2017 – **UI/UX Designer**

- Oversaw and executed the complete redesign of user interfaces and user experience for the company's Enterprise Resource Management Software (ERP), utilizing Ext JS programming language.
- Engineered a warehouse location management system, integrating both software and real-world applications for streamlined operations.
- Developed user workflows and interface designs specifically for mobile devices, enhancing the warehousing pick and pack system for 3PL suppliers.
- Conducted research on the implementation of RFID systems and future warehouse inventory applications, laying the groundwork for technological advancements.
- Revamped existing user interfaces and workflows, significantly enhancing ease-of-use for end users.
- Created wireframes, functional prototypes, and comprehensive software documentation to facilitate the distribution of the software as a SaaS model.
- Designed fleet graphics and updated the company's website, contributing to a cohesive brand identity.
- Assisted in the software design of 3PL fulfillment systems and refurbishment processes, improving operational efficiency.

### Pixalim Studios, Palm Springs, CA Jan 2012 – Jul 2016 – **President**

- Founded and led a startup specializing in iOS app development, successfully launching six original applications across diverse categories.
- Pioneered the design process from wireframes to user interface elements, ensuring an intuitive user experience.
- Strategically implemented monetization models for freemium revenue streams, effectively optimizing income.
- Managed a global team of offshore developers, overseeing all aspects of code implementation and quality assurance.
- Conducted comprehensive marketing campaigns, including website development, video production, and multi-channel social media promotion.
- Achieved significant recognition with three apps reaching top 10 rankings in the Apple App Store in Entertainment, Casino Game, and Photography categories.
- Innovated in social gaming by integrating Facebook virality features, including profile photo-based leaderboards, a first in the industry.
- Cited for this groundbreaking work in the book "Social, Casual and Mobile Games: The Changing Gaming Landscape" by Michele Willson and Tama Leaver, published in 2016.

## EDUCATION

**Platt College**, Cerritos, CA June 2004, Bachelors of Visual Communications

**Northwest Arkansas Community College**, Rogers, AR, Undergraduate

**CodeAcademy.com**, Python Programming Certificate

## SKILLS AND COMPETENCIES

**Marketing:** SEO, Google AdWords, Social Media, Trade Shows, Customer Video Reviews

**Web Development:** Website Design, E-commerce

**Content Creation:** SEO Blogging, Video Production

**UI/UX Design:** Ext JS, Mobile Interface, User Workflows, Wireframing, Prototyping

**Project Management:** Vendor & Staff Coordination

**Warehousing:** Location Management, RFID Research, 3PL Systems

**App Development:** iOS, Monetization, Offshore Team Management

**Graphic Design:** Product Packaging, Fleet Graphics, Brand Identity

**Special Achievements:** Facebook Virality in Gaming, Published Work

**Software:** Adobe Creative Suite, Microsoft Office

**Coding:** HTML, CSS, MVC, Python, JavaScript, Java, EXTjs, iOS, Android

**Emerging Tech:** Unreal Engine 5, Meta Quest 3, VR/AR, ChatGPT, AI