



Neal Shyam

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Professional Experience

DIRECTOR OF PRODUCT MARKETING & EVANGELISM, DEVPOST, 2013–

- Product owner for all marketing and communications, including newsletters, transactional email, brand guidelines, social, and product copy
- Managed roadmap and built internal software tools for marketing, development, and community departments using JavaScript, Python, MySQL, and NoSQL
- Ran Devpost's rebranding project along with CEO, Tech, and Design leads
- Spearheaded performance marketing and SEO strategy for all business lines: recruiting, hackathons, and developer tools
- Co-hosted & Produced 55 episodes of *The Commit*, Devpost's video series about careers in software development

LEAD ACCOUNT MANAGER, ADSTRUC, 2011–2013

- First non-technical hire, tasked with building a two-sided marketplace for outdoor advertising
- Closed over \$450,000 in sales in 2012, (400% increase from 2011)
- Facilitated user feedback and testing sessions with agencies, media vendors, and brands
- On-boarded over two hundred vendors, media agencies, printing partners, and independent buyers
- Designed and built internal sales tools / CRM platform using PHP, MySQL, and JavaScript

SR. ENGINEER, CATERPILLAR, 2005–2009

- Managed durability testing for new product line involving internal teams, remote vendors, physical assets, and hardware sourcing
- Relocated to Monterrey, Mexico to bootstrap a new factory and oversee quality control
- Saved over \$300k by spearheading cost reduction projects along with purchasing, manufacturing, and design teams

Education

MBA, NEW YORK UNIVERSITY STERN SCHOOL OF BUSINESS, 2009–2011

- Focus areas: Marketing and Operations

B.S., MECHANICAL ENGINEERING, CARNEGIE MELLON UNIVERSITY, 2001–2005