

# SIMON F. COWART

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## PROFILE

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An innovative leader, manager and thinker focused on the changing technology landscape and excited by the connected world of living information.

Accomplishments include bringing a half-century-old, technology-focused non-profit organization into the contemporary, cloud-based, and socially-mediated world during a time of restrained resources. Managed a large-scale website development project through the full development and deployment cycle. Administered a class-leading enterprise resource management platform. Led organization to develop a commerce and fulfillment business that represents 40 percent of annual operating revenues, and growing. Conceived and launched brand awareness campaign through all major social media outlets including blogs, video, and micro-blogging.

## CORE COMPETENCIES

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- Media strategy
- Online community engagement
- Metric analysis
- Project needs specification
- Client management
- Project management
- Creative direction
- Video production
- Product development
- Social brand management
- Written communication
- 140 character wizard

## EXPERIENCE

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**2006-Present**  
**Atlanta, GA**

**Day1, Inc.**

*IT & New Media Director*

*January 2008-present*

- Conceived and implemented a social media marketing and awareness program.
- Developed large-scale Day1 website increasing user engagement by 30 percent.
- Administered Netsuite Enterprise Resource Planning platform.
- Led staff team through technology transition period successfully.
- Instituted return on investment metric analysis tracking.
- Built important strategic relationship with national Episcopal Church.
- Managed three online properties through two product cycles successfully.
- Edited and produced more than 250 videos for Youtube and mobile distribution.
- Developed ground-breaking new content models for Day1.org web outreach.

*Product and Marketing Manager*

*January 2007 – January 2008*

- Began targeted online advertising initiative leading to 30 percent increase in retail sales.

- Wrote strategic marketing plan for the organization.
- Conceived of direct-mail marketing campaign reaching 250,000 households.
- Combined slow selling products, rebranded them into top-selling niche item.
- Fostered key outreach relationships with national denominational partners.
- Redesigned media products for stronger market position.
- Managed extensive internal identity effort for three distinct brands.

*Commerce & Product Manager*                      *January 2006 – January 2007*

- Instituted a redesign of entire fulfillment operation.
- Managed complete transition of e-commerce processes and platform.
- Oversaw customer service and customer satisfaction on thousands of orders annually.
- Managed deployment of class-leading enterprise resource management software.

ENTREPRENEURIAL                      **2010-Present, Flock Interactive**                      **Atlanta, GA**  
*Owner/Founder*

Founded an interactive media consulting business to provide turn-key online services for small- to medium-sized businesses.

**2005-2010, Motion Family LLC**                      **Atlanta, GA**  
*Business Manager, New Media and Web Development*

Founded and managed a professional video and web production company through its first five years.

**EDUCATION**

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**2001-2005**                      **Fordham University**                      **New York, NY**  
 ▪ Bachelor of Arts, Political Science

**2000**                      **Emory University**                      **Atlanta, GA**  
 ▪ Certificate of Professional Web Development

RECOGNITION                      **Episcopal Diocese of Atlanta**                      **Atlanta, GA**  
 ▪ Appointed by the Bishop to sit on Standing Commission on Communications from 2009 to present.

*References upon request*