

Brandon Watts

Product Evangelist :: Social Media and PR Consultant :: Technology Writer

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Qualifications

Brandon's wide range of experience in the technology industry has equipped him to handle many different responsibilities. With firsthand experience in designing, developing, releasing, marketing, and evangelizing technology products, he knows what it takes to get results. Since he's written for a collection of respected online and print publications and presented at a number of conferences, he also knows how to communicate with an audience in a personal, entertaining, and informative way.

Brandon has been interviewed and had his work featured on countless Web sites, computer magazines, radio programs, and on television. He comes highly recommended by his current and former clients, and he's ready to be a part of your team.

Marketing/PR

oDesk : 2008-2009

As a product evangelist, Brandon built relationships with bloggers and managed the company's social media accounts (Twitter, Facebook, FriendFeed). He also represented the company at a televised Good Morning America job fair. Among other accomplishments, Brandon helped increase the number of comments about oDesk on Twitter by over 200%.

Daylife : 2008

Helped evangelize Daylife.com and reached out to developers and bloggers in order to let them know about the API and widgets. Brandon also created a screencast to serve as an introduction to the widgets and the tools for developers.

Criteo : 2007

Served as a technology evangelist for this online recommendations company that's based in Paris. Worked on revising the structure and layout of their Web site while also helping with the revision of the copy on both the site and other corporate documents. In addition to writing posts for the company blog, Brandon also focused on building and expanding the community surrounding their AutoRoll widget by spreading the word to bloggers and online publications. Due in part to his efforts, the amount of AutoRoll users doubled in just one month.

scanR : 2006

Working as an evangelist for this mobile scanning company, Brandon generated buzz about their services in a variety of ways. He recorded video product demonstrations, reached out to bloggers, conducted an audio podcast interview with one of the company executives, and represented the company at a leading technology conference. While working with the company, scanR received a Best of the Web award from Forbes.com.

Rocket Science : 2008-Present

Works with this PR firm and its clients on social media and traditional PR projects. Brandon's work has helped clients receive coverage on top blogs like TechCrunch, Mashable, ReadWriteWeb, and ProBlogger.

Communication Masters : 2002-2003

Was employed by this PR company to manage the creation and development of Web sites and other online materials for their clients and to help with various day-to-day responsibilities. Brandon used technologies such as Flash and streaming media to deliver rich content through the Internet.

Software

Leopard Programming : 1999-Present

Creator of this award-winning educational computer programming language. Brandon has managed and worked on every aspect of the product, and the tool has been used in homes and schools all over the world. Starting in 2006, he partnered with WeatherBug to develop a co-branded version of Leopard to release through their WeatherBug Achieve educational network that consists of thousands of schools.

Wattware : 1999-2003

Started this software company. Released several popular freeware and shareware products under this brand.

- Has been hired throughout the years to develop software solutions, evaluate software requirements for companies/individuals, troubleshoot problems, educate users, and do repair work.

Writing/Editing

Lockergnome : 2003-Present

Currently serves as a writer for Lockergnome. Lockergnome is one of the most widely respected technology content providers on the Web. Brandon has written a regular help column, covered technology news, reviewed Web sites and software, and contributed editorials. Hundreds of thousands of people have access to his content each day.

iTech Media : 2006-Present

Brandon is a contributing writer and editor for OSWeekly, CoolTechZone, and Mad Penguin, which are iTech Media publications. He covers operating systems and other related hardware and software developments, but he mainly focuses his efforts on writing about everything that's going on with Apple.

Microsoft Windows XP : The Official Magazine : 2005

Has written detailed tutorials on topics such as RSS and podcasting that span multiple pages. Brandon has even been mentioned as a Featured Writer in the magazine.

Computer Power User : 2005-2006

Wrote software reviews for this print publication.

eBrandedBooks : 2000

Wrote a programming guide (The Theory of Programming) for this online publisher.

Teaching

Lanier Technical College : 2005

Taught two five-day Basic Programming classes in his Leopard programming language. As soon as the classes were finished, Brandon was asked to come back and teach at the college again.

Podcasting

Changing Media : 2005

Former co-host of this weekly show. Brandon helped discuss topics related to the Internet, technology, and the constantly evolving state of the media. He also assisted with interviewing key experts in the field.

References and other materials are available upon request.