

SEAN BROWN

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WEB STRATEGY & DIGITAL EXPERIENCE PROFESSIONAL

Web strategy and digital experience professional with 3+ years of independent website work spanning content architecture, UX, copy, development, launch, analytics, SEO, and ongoing optimization. Combines hands-on technical execution with client-facing judgment, cross-functional operations, and a track record of commercial performance in high-touch environments.

PROFESSIONAL EXPERIENCE

Web Designer & Developer | Sky Fortunes LLC | New York, NY Jun 2023 - Present

- Own website projects end to end, translating business and personal-brand goals into content architecture, UX, copy, visual direction, technical implementation, launch, and ongoing optimization.
- Redesigned an asset-recovery firm's dated four-page site into a focused one-page prospect journey, creating new positioning, copy, visual identity, and lead-generation flow while improving the site's modernity and performance.
- Built and continuously iterated a multi-audience personal digital platform spanning professional experience, portfolio, services, and publishing; implemented GA4 event/funnel measurement and connected the site to Google Ads for acquisition.
- Develop and deploy with WordPress and modern web technologies including Next.js, React, HTML/CSS, Git/GitHub, Vercel, and MDX; manage content publishing, SEO fundamentals, performance, domains, deployment, and client handoff.
- Selected work & portfolio: www.iamseanbrown.com

Security Supervisor | Gosh | New York, NY May 2026 - Present

- Provide front-of-house security, access control, and guest relations in a high-volume nightlife environment, supporting venue operations while maintaining a professional and welcoming guest experience.

Security Manager | Crane Club | New York, NY Nov 2024 - Feb 2026

- Hand-selected by company C-suite leadership to open and represent the security operation at a newly launched private members club following an \$18M renovation; retained responsibility for the flagship account for 14 months.
- Served as the on-site security lead and primary liaison across club and restaurant management, the venue's security director, and third-party security operations, coordinating daily status, incidents, guest flow, and live operational issues.
- Led teams of 4-10 guards for private events and influenced event staffing based on team fit and performance; handled access decisions, incident reporting, guest counts, escalations, and high-profile event operations.
- Trusted to step into front-door/doorman operations when needed and became a go-to resource across the property for issues requiring judgment, discretion, and rapid coordination.
- Oversaw security operations for high-profile events including SNL 50, Met Gala events, and HBO premieres.

Sales Professional | Ralph Lauren Global Flagship | New York, NY Jun 2016 - Jun 2017

- Sold luxury accessories, apparel, and high-value merchandise to domestic and international clientele at the Madison Avenue global flagship, using English and French to build rapport and support client needs.
- Closed a \$30K antique jewelry sale outside assigned product area that moved the flagship over its monthly sales target; personally recognized by the store director for the contribution.
- Won high-value sales by engaging overlooked or difficult opportunities, including a \$13K dress sale and premium inventory that other associates had been unable to move.
- Selected for a sales-team pilot of a client-outreach app and supported visual merchandising for new-product outreach.

Sales Consultant | NYSC, Town Sports International | New York, NY**Oct 2012 - Dec 2014**

- Averaged 44 memberships per month versus a district average of 30 and earned Top Salesman recognition as the #3 salesperson in the district.
- Generated 20% of sales through external prospecting and cold approach; became known for self-generated lead acquisition, cold calling, appointment setting, needs discovery, objection handling, and closing.
- Helped push the club to hit budget for the first time in 13 months and was promoted to a larger location after four months.

CORE SKILLS

Web Strategy & Experience: Content architecture, UX, website optimization, content publishing, conversion flows, SEO fundamentals, analytics, stakeholder/client communication

Platforms & Technical: WordPress, Google Analytics 4, Next.js, React, HTML/CSS, JavaScript, Git/GitHub, Vercel, MDX, Google Ads

AI & Workflow: ChatGPT, Codex, AI-assisted research, content development, iteration, and digital project execution

EDUCATION & SELECTED CERTIFICATIONS

B.A., International Studies — Université Paris-Sorbonne | **B.S., Economics & Political Science** — SUNY Fredonia

Selected Certifications: Google Digital Marketing & E-commerce Professional Certificate; HubSpot Digital Marketing Certification; Semrush SEO Essentials; OpenAI Academy: Applied AI Foundations