

# DEVIN JAMES FLICKINGER

Gainesville, FL · DevinJFlick@gmail.com · (772) 486-9206  
linkedin.com/in/devinjflick · github.com/DevinFlick · www.DevinFlickinger.com

**SKILLS** – HTML5, CSS3, JavaScript, AngularJS, BootStrap, MongoDB, Critical Analysis and Creative Problem Solving

## EDUCATION

---

### Master of Arts in International Business

UNIVERSITY OF FLORIDA

Global Management Certificate and New Venture Creation Certificate

Franklin Ethics Fellow

Study Abroad Tours: International Management in Prague, Czech Republic; Sustainability in San Jose, Costa Rica

Gainesville, FL

May 2012

### Bachelor of Arts in Philosophy

UNIVERSITY OF FLORIDA

Minor in Business Administration

Minor in Classical Studies

Gainesville, FL

December 2010

## EXPERIENCE

---

### Digital Marketing Associate, Flightpath

New York City, NY

September 2014

- Monitored and optimized SEO and SEM activities for clients.
- Produced data analysis and delivered client SEO/SEM reports.
- Coordinated purchasing of advertising placements for clients.

### cGMP Quality Control Lab Technician, Florida Biologix

Gainesville, FL

January 2013 – August 2014

- Conducted GMP compliant testing within deadlines for multiple concurrent projects.
- Analyzed testing data and produced deliverable reports for clients.
- Coordinated with all departments to ensure deadlines are met for each project, QC point of contact for assigned projects.
- Trained other technicians on: multiple assays, ordering, shipping, and equipment preventative maintenance and calibration.
- Drafted technical documents including SOPs, Test Records, Raw Material Specifications, and Reagent Preparation.
- Responsible for ordering and shipping for assigned projects, as well as maintaining QC Analytics Lab inventory.

### Marketing Intern, Grooves shark

Gainesville, FL

January 2012 – December 2012

- Formulated creative marketing plans for partner events.
- Created content strategy and composed posts for Twitter and Facebook accounts.
- Responsible for reporting on progress of social media initiatives to management.
- Developed and planned the GrooveCon event.
- Generated over \$10,000 in sponsorships for the GrooveCon event.

### Partner, Apollo Productions, Concert and Event Planning Company

Stuart, FL

February 2004 - December 2007

- Viewed and selected venues, managed and negotiated costs.
- Managed general oversight of events, insuring contractual obligations were maintained and customers were satisfied.
- Consulted with external organizations to design, plan, optimize, and execute events and concerts.

## ENTREPRENURIAL CONSULTING PROJECTS

---

### Venture Analysis, KnowNote: Develop monetization plan and user retention improvements

- Identified user segments and developed profiles along with marketing strategies to effectively reach each segment.
- Suggested multiple ways to most effectively monetize the online gaming service.
- Formulated user retention tactics based on proven game theory concepts.
- KnowNote implemented many of the suggestions provided.

### Gator Nest Project, UF Office of Technology Licensing: Seal Leak Tester, Opportunity Analysis

- Conducted a SWOT analysis of the new technology.
- Estimated the current size of the flexible package testing industry.
- Identified key market segments in which the new technology would be most effective.