MICHAEL GIBSON

1500 Whitehall St. High Point, NC 27262 · 336-473-4542

MGibsonASC@gmail.com · LinkedIn Profile · https://mgibson7.github.io/mg3d

My objective is to obtain a position in which I can utilize and grow my acquired skills in web development. Ideally, I would like to be tasked with both solo and collaborative projects that allow me to learn from and share with others. Additionally, I'm striving to find employment with a growth-oriented company where I can significantly contribute to its progression toward its optimal form, while it simultaneously assists and pushes me to perform at my optimum.

EXPERIENCE

OCTOBER 2013 – PRESENT
BUSINESS ANALYST, AMERICAN COMMUNICATIONS OF THE TRIAD LLC

- Produced daily, monthly, quarterly, and annual reports utilizing MySQL to showcase the revenue generated from each client, identify trends and similarities among the newly acquired customers, and monitor the health of the existing one thousand plus accounts that make up AC's "DirecTV for Business" customer base. This has contributed to the company's new customer acquisition cost being just 88% of what it was in 2012 and the existing customer churn has improved exponentially as well when adjusted for industry factors. Throughout this time DirecTV's number of paying subscribers decreased by an estimated 35% while AC's number increased by 337%.
- Automated elements of monthly reporting and daily contractor invoicing by constructing a Python program which featured web scraping via selenium, functions, and loops. With this automation came the elimination of simple human errors within the invoicing which has saved an undefined but significant amount of capital and time. Contractor invoice audits changed from a weekly occurrence to non-existent.
- Forecasted monthly inventory needed using web scraping, regression analysis, and data visualization via Python and Excel. This allowed for the business to on average decrease its shipping expenses by 62% annually.

EDUCATION AND CERTIFICATIONS

DECEMBER 2013
BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION, UNC WILMINGTON
Graduated with a 3.3 GPA with a concentration in economics.

MAY 2021
GOOGLE DATA ANALYTICS PROFESSIONAL CERTIFICATE
Completed the courses and capstone project to further enhance my skillset and knowledge of analytics.

SKILLS

- Proficient in Python, JavaScript, HTML, CSS, MySQL Excel
- Excellent written and verbal communication skills
- Ability to work independently
- Deep understanding of business principles
- Creative problem solving