

# MICHAEL GIBSON

## SOFTWARE ENGINEER

**P** 336-473-4542

**E** [Contact Via Email](#)

**A** 1500 Whitehall St.  
High Point, NC 27262

**W** [Portfolio Site](#)

### OBJECTIVE

Seeking a company where I can contribute to its progression toward its optimal form while it simultaneously assists and pushes me to reach my optimum.

### EXPERIENCE

#### **Business Analyst, American Communications of the Triad OCTOBER 2013 – Present**

- 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.

### FEATURED PROJECTS

#### MYNETWORTH

Interactive net worth statement that displays sorted assets/liabilities, real time current net worth, and percentile rank based on user's input. Utilizes JavaScript OOP, DOM manipulation, and CSS Grid.

#### VIASAT MOVING AVGS

Terminal program developed to scrape data off company fulfillment site and provide in depth 15-30-60-90 day reporting. This was utilized to optimize equipment ordering and save on shipping costs/avoid out of stock issues. Utilized Python, Matplotlib, and Seaborn for Data Visualization.

### EDUCATION

#### **UNC Wilmington, Dec 2013**

Bachelor of Science  
Business Administration  
3.3 GPA Concentration in  
Economics

#### **Google Data Analytics Professional Certificate, May 2021**

### KEY SKILLS

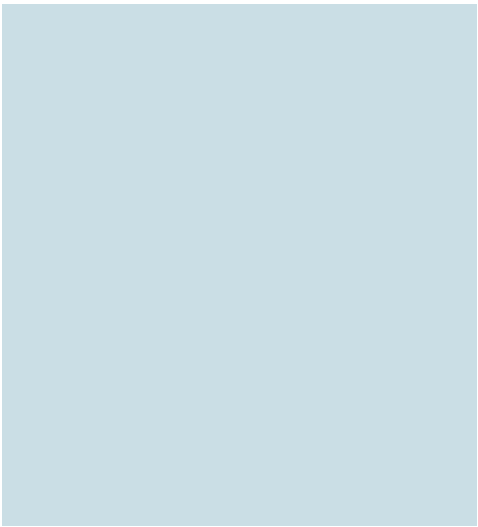
- PYTHON
- JAVASCRIPT
- MYSQL
- CSS/HTML
- LINUX TERMINAL
- VERSION CONTROL (GIT)
- UNDERSTANDING OF CORE BUSINESS PRINCIPLES
- EXCELLENT WRITTEN AND VERBAL COMMUNICATION
- SELF STARTER
- ADAPTABLE
- QUICK RAMP-UP TO PROFICIENCY WHEN ENCOUNTERED WITH NEW TOPICS AND CONCEPTS

---

---

---

---



---