

MICHAEL GIBSON

SOFTWARE ENGINEER

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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 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

[FANTASY FOOTBALL SOCIAL](#)

A slimmed down Facebook clone full stack site with the following features: create new accounts, profile pages, posting images/text, likes, and following/unfollowing. Created with MongoDB, Express, React, NodeJs.

[ALGOFLIX](#)

A Netflix inspired full stack site to host algorithm explanation videos I've produced by category. Includes backend database to add content and watch page. Created with MongoDB, Express, React, NodeJS.

[ECOMM HALLOWEEN](#)

Fictional E-Commerce website including Paypal checkout functionality, Admin page to add/remove new products and monitor orders. Created with MongoDB, React, NextJs.

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
- REACT
- MYSQL
- MONGODB
- CSS/SCSS
- NODE JS
- VERSION CONTROL (GIT)
- APIS
- OOP
- WEBPACK
- UNIT TESTING (JEST)
- EXCELLENT COMMUNICATION
- QUICK RAMP-UP TO PROFICIENCY WHEN ENCOUNTERED WITH NEW TOPICS AND CONCEPTS