

# Aaron St Gelais

1620 Platte Street, Apt. #B132 Denver, CO 80202  
(719) 210-9960 | [astgelais@gmail.com](mailto:astgelais@gmail.com)  
[linkedin.com/in/aaronstgelais](https://www.linkedin.com/in/aaronstgelais) | [github.com/astgelais](https://github.com/astgelais)

## EXPERIENCE

### **Inflow, Denver - *Paid Search Strategist***

August 2016 - Present

Responsible for managing Pay Per Click strategies for clients and tracking Google Analytics Goals through Google Tag Manager.

Integrated applications (Airtable, Zapier, Slack, etc.) using their APIs and a custom PHP script to complete process improvements for the company.

Worked with Google Apps Script to create two projects in Sheets. Created a SEO tool to find website cruft. Created internal email alerts for client managers in order to maintain budgets and hit certain KPIs.

### **LinkConnector, Denver - *Programmer***

Full Time from November 2014 - August 2016 | Contractor from August 2016 - Present

Designed, developed, and documented application coding and MySQL tables based on system design specifications.

Served as the primary point of contact for merchant IT requests and created online tools for all departments using MySQL and PHP.

Developed LinkConnector's JavaScript conversion tracking code. Integrated this code into many platforms (Magento, Shopify, CAKE, HasOffers, etc.).

Developed LinkConnector's WooCommerce and WP eCommerce WordPress tracking plugins.

### **Boss Hippo | Digital Marketing, Denver - *Owner***

January 2008 - January 2016

Owner, manager, and developer for affiliate marketing sites. Websites were typically built with WordPress Divi Theme or my own framework.

Responsible for driving and tracking traffic to merchants' websites through SEM channels, SEO, and Social Media.

Consulted with Color Vu, Inc. on SEO & SEM to increase online presence and was responsible for WordPress website maintenance.

### **LinkConnector, Raleigh - *Merchant Relations Representative***

June 2012 - November 2014

Responsible for setup, management, and growth of merchant campaigns. Answered tech questions about LinkConnector's system.

Managed SEM/PPC marketing for merchants that requested the service.

Automated the creation process of marketing documents using Excel, MySQL, HTML, and PHP.

### **La Fuente Imports, Colorado Springs - *IT Intern***

June 2010 - December 2010

Worked with the senior programmer to increase online presence through content building, SEO, and SEM.

## EDUCATION

### **University of Denver, Denver - *BSBA in Finance & General Business***

September 2009 - June 2013

### **University of Granada, Granada, Spain**

September 2011 - December 2011

## PROGRAMMING LANGUAGES

PHP | MySQL | JavaScript |  
jQuery | HTML | CSS

## SKILLS

Search Engine Marketing -  
Adwords, Facebook, Bing Ads,  
Linkedin, Amazon, Etc.

Google Products - Google  
Analytics, Google Tag Manager,  
Google Apps Scripts

Affiliate Marketing

Conversion Tracking Code

WordPress Plugins & Setup

Search Engine Optimization

Proficient in Microsoft Office

## ACCOMPLISHMENTS, & PROJECTS

**Eagle Scout**, Troop 71

**Developed** LinkConnector's  
proprietary Universal Tracking  
Solution (UTS)

**Developed** LinkConnector's  
WooCommerce & WP  
eCommerce tracking plugins

**Designed** the WordPress  
website for the Daniels College  
of Business Newspaper at the  
University of Denver