

Brian Hoffman

Software Engineer in Boca Raton, FL

Critical thinker using experience guided by intelligence. Direct experience in sales/business development (software, services, financial), web/software development, lead generation, sales pitches/presentations, database creation and growth, digital marketing, ecommerce, customer acquisition/retention, account management, CRM/sales funnels, SEO, sales/landing pages and writing copy. Verticals include technology, finance, real estate, online education, higher education and marketing.

PHONE 630.544.0139 | **EMAIL** bhoffco@gmail.com | **GITHUB** <https://github.com/bhoffco>

Skills

C# | .NET | Python | JS | HTML | CSS | MySQL | Linux | Apache | Nginx | AWS (EC2, LightSail) | Illustrator | XD

WORK EXPERIENCE

Digital Marketing Manager/Devops — Runner EDQ, Boca Raton, FL

2/2018 - Present

- Projects include updating and migrating legacy Wordpress website from EC2 to Bitnami LightSail environment (SEO, SSL Cert, link forms to backend of CRM), creating processes and procedures for sales staff to utilize new CRM, development and administration of CRM, creating and deploying multiple email campaigns (development, copy, illustrations), and building/deploying multiple sales landing pages.

Thales e-Security/Vormetric - Pre-Sales Engineer/SDR, Plantation, FL

1/2017 – 2/2018

- Sold enterprise encryption hardware and software to Fortune 100 & 500 C-Level prospects. Ran technical presentations and generated leads.

Business Development Consultant - Consultant, Boca Raton, FL

10/2013 – 1/2017

- Sold, built and deployed lead generation technology, web development, data and consulting services business to business.

E*Trade Securities – Software Consultant, Active Trader Sales, Atlanta, GA

10/2011 – 10/2013

- Sold access to advanced trading software to active traders of equities, futures and Forex. Series 7, 3, 63 registered.

PROJECT EXPERIENCE

Last Leg Flight Attendant App

- Designed and built app for airline industry. Allows flight attendants to look up and exchange last legs of assigned flights. Current technology only allowed for exchange of entire trips.

EDUCATION

LaunchCode, LC101 Programming Course – 2019 & 2020