Brennan Kenneth Brown

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Growth marketer and open-source web developer looking to empower marginalized voices, emphasize stories that matter, and create long-lasting community. Wanting to help those in the Alberta area with their next project with the unique skill-set I have.

EDUCATION

Bootcamp - Growth Marketing   May 2022 - Sep 2022
OnRamp, Calgary, AB
• Created detailed buyer personas and mapping sales journey funnel and content strategy.
• Identified target metrics using HubSpot CRM to support ongoing performance.
• Researched and wrote original articles for thought leadership and reinforcing the unique value proposition and addressing reader's pain points – leading to sales generation.
• Designed lean email and social media campaigns to convert long-time subscribers into qualified prospects.

Bootcamp - Fullstack Web Development   Feb 2020 - Aug 2020
InceptionU, Calgary, AB
• Vanilla JavaScript, React.js, Node.js, Python, Flask, PostgreSQL, NoSQL, C#
• Test Driven Development, Pair Programming, Debugging, Wire-framing
• Agile Management, Design Thinking, Project Management

Various Courses - Software Development   2017 - 2018
Southern Alberta Institute of Technology, Calgary, AB
• Hardware, Operating System, Networking, and Programming Essentials
• Business Dynamic, Communications and Presentation Skills
• User-Interface and MySQL Database Design
• Object Oriented Programming, Website Development Fundamentals

EXPERIENCE

WordPress Developer   Sep 2020 - Present
Wander Notebook, Calgary, AB
• Researched, ideated, and published essays on productivity, self-development and happiness.
• Specialized in marketing with SEO keyword strategy, lead generation, and conversion rate optimization.
• Focused on value proposition development and personal branding.
• Initially began on Medium, migrating to custom-built WordPress site.