

# BRETT DOYLE

SOFTWARE DEVELOPER

## MORE ABOUT ME

I used to build marketing programs for startups around Boston. My passion for the technology side of building these programs led me to the General Assembly Software Immersion program. My goal is to use my new skills from GA to pursue a position where I can work with a team to build great technology.

## SKILLS

React  
Redux/Context  
GraphQL/Apollo  
Nodejs/Express.js  
jQuery  
JavaScript  
Ruby/Ruby on Rails  
MongoDB, Posgres, MySQL  
SQL  
HTML5, CSS3  
Salesforce Marketing Cloud AMPscript  
Email specific HTML/CSS  
Omniture, CoreMetrics

## CONTACT INFORMATION

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Revere, MA

## EDUCATION

**General Assembly (Software Engineering Immersion)**

*Graduated 2019*

**Johnson and Wales University**

*Graduated 2009*

## GENERAL ASSEMBLY

### Coding Projects Overview

At the end of August 2019 I completed the Software Engineering Immersion program at General Assembly. This was a full-time program that included 500+ hours of instruction. Below you will find the 4 projects that I completed while at GA.

#### Tic-Tac-Toe

Tic-tac-toe is my first single-page application. I created all of the Javascript logic to run the game, and communicated moves via RESTful API routes. These routes were handled by an existing backend created in Ruby on Rails.

#### Podcast Player

Strymer Podcasts is a passion project that allows you discover and listen to your favorite esports and gaming podcasts. This project represents my first full-stack application.

#### ChatBox

ChatBox is a Single Page Application for real-time, bidirectional online messaging using Socket.io. Authenticated users are able to chat with other users while authorized users are able to update or delete owned messages.

#### League Creator

League Creator is an SPA built with React and Express. It allows users to create amateur esports leagues.

## CAREER HISTORY

### Head of Marketing

*Gamer Sensei (March 2018 to April 2019)*

- Ran point on integrating our new CRM system. This included making sure multiple resources were properly plugged in an updating on a daily basis
- Doubled all quarterly KPIs from Q3 to Q4 after two quarters of minimal growth.
- Overhauled performance marketing channels to create a more efficient CAC.
- Created and developed a new coaching channel for college varsity esports programs which increased monthly revenue 50%+.

### Head of CRM

*GasBuddy (September 2016 to January 2018)*

- Re-platformed entire email and mobile marketing programs from the ground up utilizing Salesforce Marketing Cloud and Localytics.
- Built the mobile marketing program which sync'd directly to the the new CRM system allowing us to send messages based on location and preference.
- Created new on-boarding flows via email and mobile that resulted in a 50% increase in new user retention.

### Director of CRM

*LTG Exam Prep (April 2016 to September 2016)*

- Re-built the CRM program from the ground up by integrating new vendors for both email and mobile marketing respectively.
- Re-designed and coded all email templates.

### Sr. Manager of Customer Marketing

*Drizly (July 2015 to April 2016)*

- Overhauled the automated campaigns which produced a 40% increase across email marketing metrics, as well as revenue and orders.
- Built the ad hoc program which yielded a return of ~\$100,000 per month.

## CAREER HISTORY CONTINUED

### **Sr. Retention Marketing Manager**

*LogoMix Inc. (September 2014 to July 2015)*

- Built the Ad Hoc and Lapsed portion of the email program from the ground up. These programs account for over \$100K per month in revenue.
- Increased Year over Year revenue through email program by 60%.
- Created the Personalized Direct Mail program - which accounted for a 50% incremental lift in current customers.

### **Sr. Retention Marketing Manager**

*Karmaloop Inc. (December 2013 to September 2014)*

- Re-structured the segmentation strategy to focus on engaged customers and buyers - this lead to a 48% increase in ROI.
- Built an email and push notification data warehouse to better view results and make decisions based on accurate data.

### **Email Marketing Manager**

*FreshDirect (July 2012 to December 2013)*

- Managed all aspects of the email marketing program on a daily basis.
- Built and executed the email program strategy.

### **Account Manager**

*Experian Cheetahmail (March 2010 to July 2012)*

- Guided a top tier media company through an "A/B" testing phase (creative and subject linetesting) that yielded an average of 20-25% higher open rates, as well as, a 15% higher clickrate.
- Created and implemented responsive design and coding for multiple clients to better serve their mobile needs.