# BRYANT PATTON

SOFTWARE ENGINEER

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📍 SF, CA

## EXPERIENCE

### FULL-TIME ENGINEERING STUDENT (APRIL 2019- PRESENT)

Completed 45+ hour per week intensive software engineering program in March 2020. Built multi-discipline school project for a real company, building an app they now use. Program emphasis on JavaScript, GraphQL, Python, Computer Science, React, HTML, CSS, NodeJS, Express, SQL.

### MARKETING CONSULTANT | PNTHEON (DEC 2017-AUGUST 2020)

Built and managed global paid search and GDN programs for Juniper Networks. Helped establish in-house search marketing team. Provide ongoing training.
- Re-built and restructured search campaigns using language processing techniques, leading to a 50% drop in cost per new qualified lead.
- Integrated AdWords with internal tracking system to enable dynamic, account-based display remarketing and lead nurturing, and RLSA search campaigns.
- Manage US and EMEA campaigns and oversee agency partners in APAC.

### SR CONSULTANT | EBAY FOR CAIMAN CONSULTING (SEPT 2017 - FEB 2019)

New channel incubation consultant for Display and Social within Global Growth org. Tested, nurtured and grew new paid channels having the potential to become the next sources of efficient and high-volume active users. Main focus on Pinterest Shopping Ads, with additional contribution to Instagram, Facebook Dynamic Ads, Dynamic Video and GDN Prospecting.
- Built complex product listings ads infrastructure and managed campaigns for Pinterest Shopping channel.
- Maintained and groomed product backlogs, prioritized initiatives for sprints.
- Automated reporting dashboards by linking data through native APIs and custom ETL warehouses.

### SEARCH AND MEDIA MANAGER | SWIRL (JUNE 2013 - AUG 2017)

Promoted to hire, train and manage a team of 6 responsible for performance marketing campaigns for Swirl's agency clients. Oversaw the team and hands on responsibility of paid search, paid social and programmatic channels.
- Campaign strategy, planning and execution on search, social and programmatic platforms.
- Managed team of 6, with 8 clients and $1.5M+ spend per month. Clients included CA Technologies (Broadcom), Microsoft, Juniper Networks, Monrovia and DocuSign.

## ABOUT ME

- Full Stack Developer
- Strong Problem Solver
- Team Oriented

## LANGUAGES

JavaScript, Python, SQL, HTML, CSS

## TECHNOLOGY

React, NodeJS, AWS, Sass, Postgres, Linux

## EDUCATION

Lambda School
Full-Stack Web Development

University of Denver
B.A.