Gabriel Crosetti

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Profile

Full-stack web-developer looking for opportunities to grow my experience and help companies dynamically by utilizing my skills in web-development, programming, business administration and marketing. Passionate about using my creativity to solve problems and have a high willingness to constantly learn new technologies. Thrive in a collaborative environment working with others to achieve goals.

Work Experience

Digital Marketing Intern   **Aug 2021 – Present**
That Group, LLC
- Led digital marketing efforts for a media production startup and worked with founders to realize their digital business objectives, desired brand image and increase their following
- Used Google Analytics and Facebook Insights to track and analyze data, build reports, and provide insights and recommendations to stakeholders
- Increased social media following by over 500% in three months, helped decrease website bounce rate by 20% by working closely with developers to optimize site functionality

Marketing Team Member for Club Sports   **Oct 2019 – May 2021**
Saint Mary's College of California, Moraga, CA
- Managed school social media accounts with over 5,000 followers to promote all club sports on campus
- Performed live game updates and live streamed games to thousands of followers and live viewers
- Filmed sporting events with drone camera and edited over a thousand photographs and film of sporting events

Administrative and Marketing Intern   **May 2018 – Aug 2018**
Farmers Insurance Dan Brown District Office, Pleasant Hill, CA
- Audited 47 agents' to ensure their online presence adhered to corporate marketing program
- Generated thousands of leads by improving agents' market reach via social media presence and SEO
- Trained agents to use social media marketing tool 'HearSay', to generate automated social media content

Education

Full-Stack Web Development;   **Sept 2021 – Dec 2021**
Full-time Bootcamp
University of California, Berkeley Extension

B.S. in Business Administration;   **Feb 2018 – May 2021**
Concentration: Marketing
Saint Mary's College of California, Moraga, CA

Skills

Web-Development: VS Code, Git, Github, Gitlab, Python, HTML, CSS, Javascript, Node.js, ES6, Express.js, MySQL, GraphQL, Bootstrap, React, APIs, jQuery, AJAX, JSON, Fetch, Relational Databases, OOP, bcrypt, JWT, MongoDB, Mongoose-ODM, Data Structures and Algorithms, JEST Unit Testing, Jupyter Notebook
Marketing: Market Analysis, SEO, Digital Marketing, Google Ads, Facebook Ads
Data Analysis: MS Excel, Google Sheets, Data Visualization, VLOOKUP and XLOOKUP, Web Analytics, Google Analytics, Facebook Insights, Python for Data Analysis Certification (In Progress)
Social Media Management: Youtube, Twitter, Instagram, Facebook, Yelp, WhatsApp, LinkedIn, Tik-Tok
Languages: Fluent Spanish, Basic Italian

Activities, Leadership, and Associations

Dante Club at Saint Mary's College of CA	August 2018 – May 2021
Finance Club at Saint Mary's College of CA	August 2019 – May 2021
Men's Club Soccer and IM Basketball Saint Mary's College of CA	February 2018 – May 2021