Gavin Simon

I am a digital marketer and web developer in Honolulu, Hawaii. I am currently VP, Digital Operations at digivortex and Food Gurus Hawaii.   I'm part of a great team working hard surpass client expectations.

Experience:

DigiVortex

VP, Digital Operations (September 2018 - Present)

- Plan and manage digital advertising campaigns for clients on Google, YouTube, Facebook, LinkedIn, Yelp
- Search Engine Optimization
- Analytics and data reporting
- Google Tag Manager set-up and conversion optimization
- Build and maintain websites for clients
- Email Marketing Campaigns

Comptroller (June 2015 - August 2018)

- Maintain financial controls
- Conduct profitability analysis
- Budgeting
- Oversee human resources and office management
- Accounts Payable/Accounts Receivable
- Financial statements and negotiations

Office Manager (June 2015 - March 2016)

• Manage company cashflow with CEO and accounting specialist • Responsible for Accounts Payable, Accounts Receivable • Work with Media Manager to track media purchases • Work with vendors on accounts payable matters • Deposit funds, issue checks, make credit card payments • Legal Assistant responsible for drafting legal documents, research, client interaction, courthouse filings • Assist with human resources issues • Maintain files of key company documents

Account Coordinator (April 2014 - June 2015)

• Work with Account Supervisor to develop marketing projects and drive them to completion within a predetermined time frame • Prepare presentations, meeting agendas, and meeting recaps • Proofread sales copy and artwork for accuracy • Act as point of contact for communicating client changes to creative departments • Assist CFO with processing invoices • Assist Media Director with inputting media buys

Education:

- Master of Business Administration from University of Hawaii, Shidler College of Business
- JAIMS Japan-focused Management Certificate
- Lewis and Clark College

Certifications

Google Shopping Ads Certification

Google Ads Search Certification

Google Ads Display Certification

Google Ads Video Certification

Google Analytics Certification

Google My Business

Fundamentals of Digital Marketing Certification

Responsive Web Design Certification

JavaScript Algorithms and Data Structures Certification

SEMrush SEO Toolkit Exam

Building Modern Python Applications on AWS Certificate

Shopify Business Fundamentals Certification

Projects I've coded:

Movie Search App

Todo App

Notes App

[Hangman App](#)

[Pomodoro Timer](#)

[Java Script Calculator](#)

[Wikipedia Viewer](#)

[Random Quote Generator](#)

Experienced with:

- SEO Software (Ahrefs and SEMrush)
- Mailchimp
- Jira
- WordPress, Wix, SquareSpace, Shopify

Languages:

- JavaScript

Front-end:

- HTML
- CSS & Sass
- jQuery
- Twitter Bootstrap
- React JS & Flux
- D3.js

Back-end:

- MongoDB
- Node JS