

## **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

- JAIRS 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