Kyle Gibbons

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+ PROFFESIONAL PROFILE

- **Technologies**: HTML, CSS, JavaScript, Node, Bootstrap, Express, Angular, Sinatra, Mongoose, EJS, jQuery, Mongo, PSQL, RESTful JSON API, AJAX, Sass, and Ruby on Rails
- **Specialties:** Paid Search (PPC), Search Engine Optimization (SEO), Display Advertising, Facebook Advertising, UI/UX, Web Analytics, Conversion Optimization (A/B testing), Project Management, Google Analytics, Google Tag Manager, Google Webmaster tools, Screaming Frog and MOZ
- **Certifications:** Google Adwords, Google Webmaster tools, Google Analytics, Bing Ads

+ PERSONAL PROJECTS

- **Higher Markers:** www.highermarkets.co
  - **Technologies used:** HTML, CSS, Sass, JavaScript, Node, Bootstrap, Express, AJAX, RESTful JSON API, Google Analytics, Google+ Login, Bcrypt and Passport
  - **Digital Tools:** Search Engine Optimization
- **PurePressue**: https://gopurepressure.com/
  - **Digital Tools:** SEM campaigns, Facebook and provided SEO input to optimize website

+ PROFFESIONAL EXPERIENCE

| June. '16 – present | **General Assembly** | **Full Time Student** | Denver, CO |

- Attended General Assembly's Full Immersive Web Development program, that consisted of learning both front-end and backend technologies/frameworks
- Spent 80+ hours a week learning multiple technology frameworks and developing web development projects
- Worked with groups on labs and projects geared toward technologies learned in class, mainly in HTML, CSS, JavaScript, Node, Express, Ruby on Rails, Mongo and PSQL
  - **Languages**: JavaScript, Ruby on Rails, HTML, and CSS
  - **Frameworks**: Node, Bootstrap, AJAX, Express, Angular, Sinatra, Mongoose, EJS, Sass and jQuery
  - **Database**: Mongo, and PSQL

| Nov. '14 – Jun. '16 | **Dealer.com** | **Subaru Digital Strategist** | Denver, CO |

- Presented in front of key stakeholders at Subaru dealerships to help better understand the value of utilizing different digital avenues to promote their brand
- Identified opportunities for digital advertising improvement for Subaru retailers through SEO, SEM, Display, Facebook, and YouTube advertising
- Provided UI/UX guidance to over 100 Subaru dealerships websites across Subaru's western region to help improve user experience and increase KPI's for each dealer
- Improved quality of website page layout with updates to Subaru dealerships website using HTML and CSS
- Reviewed Dealer.com and Google Analytics with dealerships, to help improve performance of their marketing efforts

| July '13 – Nov. '14 | **Dealer.com** | **Digital Advisor** | Los Angeles, CA |

- Proactively contacted clients and offered advice on technical implementations that improved performance of their digital marketing suite
- Increased clients digital advertising portfolio by 15.5%
- Identified opportunities for improvement with SEM, SEO, website layout, website functionality, and lead generation opportunities
- Consulted with clients on best practices relating to their digital marketing strategy, as well as the best usage of the Dealer.com platform

Other Experience:

Robert Half Technology, Raleigh, NC**, *Senior IT Recruiter***   11/2012 – 07/2013
Maxim Healthcare Services, Durham, NC**, *Account Manager***   07/11 – 11/2012
Enterprise Rent-A-Car, New York, NY, *Management Trainee*   10/09 - 07/11

+ EDUCATION

| Champlain College, Burlington, VT | Manhattan College, Riverdale, NY |
| **Masters of Business Administration** | **Bachelor of Science – Finance** |