

John Gabatin

jmgabatin@ucdavis.edu | [linkedin.com/in/jgabatin](https://www.linkedin.com/in/jgabatin) | jgabatin.github.io

EDUCATION

University of California, Davis

Bachelors of Science, Computer Science

Davis, CA

GPA: 3.54

SKILLS

Languages: R, Python, C, C++, JavaScript, HTML5, CSS3

Tools: Git, Confluence, JIRA, Asana, Google Analytics, Google Data Studio, MS Excel

Principles: Agile Methodologies, Market Research, Competitive Analysis, REST API, HTTP

EXPERIENCE

Product Marketing Intern

Jun. 2022 – Present

Blue River Technology

Sunnyvale, CA

- Utilizing data science tools, visualization software, and natural language processing (NLP) to synthesize product feedback and supplement roadmap decisions

Product Marketing Associate

Apr. 2021 – Jun. 2022

AggieWorks

Davis, CA

- Leveraged user research data to develop product positioning, messaging, and go-to-market plan for a web app that will support course scheduling for 30,000+ undergraduate students
- Collaborated cross-functionally with software engineers and UX designers to assist with the creation of user-facing web and mobile products
- Secured 85% of our product portfolio budget in liaising and partnering with the UC Davis Department of Computer Science

Web Analyst Intern

Jun. 2019 – Aug. 2019

Solano County Transit

Vallejo, CA

- Led a data-driven marketing project that utilized white hat SEO methods to increase the company's web traffic by 30%; leveraged keyword research, analysis, and back linking in transportation blog content
- Managed and collaborated with 4 interns to implement CRO strategies that reduced average site bounce rate by 11%; analyzed user behavior via click stream analysis
- Conducted in-person surveys and collected transit service feedback from 50+ riders

LEADERSHIP

Technical Project Lead

Sep. 2021 – Mar. 2022

#include @ Davis

Davis, CA

- Co-led a team of 12 engineers to develop a full-stack web app (React.js, Node.js, Next.js) for an organization that raises awareness for humanitarian / social issues through art commissions, projects, and fundraising.
- Implemented Agile methodologies to successfully meet deployment deadlines and streamline bug triaging

PROJECTS

Lentl | Details

- Designed and developed a luxury clothing rental app via React Native and UI/UX design methodologies
- Co-lead project by synthesizing user research and competitive analysis into a product roadmap; identified and implemented features that could augment product-market fit

DCash | Github

- Developed a distributed CLI digital wallet w/ C++ that utilizes RESTful services to credit a user's balance via Stripe APIs; supports auth, deposits, P2P transfers, and account services for multiple users