

# John Gibbs

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**SOFTWARE ENGINEER IN ST. LOUIS, MO**

**PHONE** 314-941-8539 | **EMAIL** [johngibbs110@gmail.com](mailto:johngibbs110@gmail.com)

**GITHUB** [github.com/johngibbs110](https://github.com/johngibbs110) | **LINKEDIN** [linkedin.com/in/john-gibbs-130b8a181/](https://www.linkedin.com/in/john-gibbs-130b8a181/)

I am energized by finding elegant solutions to challenging problems. I also believe collaboration is key to achieving success in any professional atmosphere or shared environment. By learning from one another, we can all better ourselves in order to do better work creatively and more efficiently.

## LANGUAGES

- JavaScript
- Java
- HTML5/CSS3

## FRAMEWORKS

- AngularJS
- Spring Boot

## DATABASES

- MySQL

## TOOLS

- IntelliJ
- Thymeleaf
- GitHub

## PROJECT EXPERIENCE

### Book of the Month Club — Subscription Application

- Designed a book subscription application using Java, JavaScript, mySQL, Spring Boot, and Thymeleaf. .
- Features included role authentication, a searchable database, and dynamic content displays.
- Used API to wire in book information, such as title, author, cover image, and ISBN.

## WORK EXPERIENCE

### Content Strategist, Mercy, St. Louis, MO February 2020 — Present

- Develops strategic web content optimized for SEO across service line landing pages.
- Ideates brand messaging for multi-channel media campaigns.
- Collaborates with graphic designers on print flyers, broadsides, email blasts, brochures, digital advertising, and more.

### Content Writer (Contract), Ramsey Solutions, Nashville, TN June 2019 – September 2019

- Wrote articles for blog space delivering financial advice and action items to whitespace audiences.
- Worked with the SEO team to execute keyword research and implementation.
- Evaluate thousands of lines of code to ensure validity, proper structure, and compatibility with various browsers, devices, and operating systems.

### Copywriter, Drive Social Media, Nashville, TN August 2018 – April 2019

- Created impactful Facebook and Instagram ads to increase ROI for more than 50 unique clients in the Greater Nashville Area and beyond.
- Wrote value-driven website copy to increase SEO and solidify brand awareness and influence.
- Copyedited PR articles and case studies.

## EDUCATION

**LaunchCode**, LC101 Programming Course — 2020

**University of San Francisco**, M.F.A. Creative Writing — 2014

**Truman State University**, B.A. English Literature — 2012