

# John Gibbs

powered by  
**launch**code

**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 the key to success in any professional atmosphere or shared environment. Through working in collaborative spaces, I've learned how vital team communication is to generating results. We can more creatively and more efficiently achieve our goals by understanding one another's work completely.

## LANGUAGES

- JavaScript
- Java
- HTML5/CSS3

## FRAMEWORKS

- AngularJS
- Spring Boot

## DATABASES

- MySQL

## TOOLS

- IntelliJ
- Thymeleaf
- GitHub
- Google Suite
- Salesforce

## PROJECT EXPERIENCE

### Book of the Month Club — Subscription Application

- Designed a book subscription application that makes it easier for store owners to track customer data.
- Features included role authentication, a searchable database, and dynamic content displays that allow data to be easily created, updated, and deleted.
- Used Java, Spring Boot, Thymeleaf, Hibernate, and MySQL.

## 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 marketing materials across social and print channels.

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

- Developed articles for company blog delivering financial advice and action items to target audiences.
- Worked with SEO team to execute keyword research and implementation across organization.

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

- Increased ROI for 50+ unique clients in the Greater Nashville Area by creating impactful social ads.
- Curated value-driven website copy to increase SEO and solidify brand awareness and influence.
- Copyedited PR articles and case studies for senior leadership.

## EDUCATION

**LaunchCode**, LC101 Programming Course — 2020

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

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