

Kyle Gothman

✉ kyle.gothman@gmail.com ☎ 8174228241 🌐 <https://www.linkedin.com/in/kylegothman/> 📄 <https://github.com/kylegothman>

SUMMARY

Results-driven Full Stack Developer with a background in marketing and digital media. Proficient in JavaScript, TypeScript, Python, SQL, HTML, CSS, and Adobe Creative Suite. Seeking a challenging position to utilize technical and creative skills for innovative projects.

EXPERIENCE

Full Stack Developer (Freelance)

Self-Employed

February 2023 - Present

- Expertly crafted custom web applications utilizing cutting-edge technologies, such as React and Node.js, demonstrating a relentless drive and enthusiasm for pursuing a career as a full stack developer.
- Fostered strong client relationships by meticulously understanding their unique requirements, delivering customized solutions that not only met but exceeded expectations, and ultimately enhancing client experiences.

Collateral Transfer Specialist

Fairway Mortgage Company

February 2021 - May 2022, Carrollton, TX

- Generated and analyzed outbound Note Shipments, preparing appropriate data files for submission.
- Leveraged data analytics to generate reports to optimize processing and alerted management regarding inconsistencies.
- Automated existing manual processes through the development and implementation of new software solutions, resulting in 25% overall increase in efficiency for report distribution.

Marketing & Digital Media Manager

Great Harvest Bread Company

July 2016 - February 2021, Southlake, TX

- Designed visually engaging graphics and videos to improve digital presence and launched campaigns leading to a 75% increase in web visits, an 80% increase in email opt-ins and a 3x reach on social media platforms.
- Introduced new a streamlined checkout and delivery process during Covid, resulting in an 20% increase in customer conversions.

Creative Director

Charity Brands Consulting

December 2018 - August 2019, Los Angeles, CA

- Spearheaded the design and development of compelling keynote presentations, effectively pitching and securing charity brand partnerships.
- Collaborated with a high-performing consulting team to conduct in-depth research and devise tailored strategies, fostering successful and mutually beneficial partnerships for each charity brand. Developed creative for 3 campaigns that achieved a 20% increase in donations and a 15% increase in brand exposure.

Media Specialist

Illumination Fireworks

September 2015 - August 2016, Dallas, TX

- Designed, produced, and managed digital and print media content, optimizing the company's WordPress and e-commerce platforms, which increased conversion rate by 35%, website traffic by 18%, and user engagement by 23%.
- Developed and executed a comprehensive digital marketing strategy using SEO, PPC, and targeted campaigns, enhancing brand visibility and reach through ad placements.

Graphic Design/Photography Internship

FC Dallas

February 2015 - May 2015, Frisco, TX

- Assisted the marketing department in creating content for FC Dallas and North Texas SC, concerts, and events at Toyota Stadium.
- Collaborated with design team and marketing leadership to create advertisements, brochures, corporate identity, logos, packaging, presentations, promotional displays, and signage.
- Gained experience in photography and videography by shooting and editing promotional and event footage.

PROJECTS

Goth OS

March 2023 - April 2023

- Developed a retro desktop-themed portfolio website using React, Tailwind CSS, and create-react-app.

See Food

December 2023 - February 2023

- Developed a food identification app using Node.js and Clarifai API for backend development, and React and Chakra-UI for frontend.

EDUCATION

Studied Marketing & Communications

University of North Texas • Denton, TX • 2015

COURSEWORK

Full Stack Web Developer Bootcamp

Zero To Mastery Academy • 2023

CS50 - Introduction To Computer Science

Harvard University • 2022

Python Developer Bootcamp

Zero To Mastery Academy • 2022

SKILLS

Javascript, Typescript, Python, SQL, HTML, CSS, and Adobe Creative Suite.