

TIM PARKYN

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SUMMARY

Front End Web Developer and Digital Marketer

SKILLS

PROFICIENT: Ruby on Rails, Ruby, Javascript, Node.js, Angular, SQL, AJAX, HTML5, CSS3, Jasmine, Sinatra, RSpec, jQuery

EXPOSURE: React, Express, Coffeescript, Python

PROFESSIONAL: SEM, Display/CPC/CPM, Google AdWords, Google Analytics, Content Marketing, CRM, Video, A/B testing, Email Marketing, FINRA Series 7 & 63

PROJECTS

Put Call Prodigy

- PutCall Prodigy aims to simplify and gamify options trading
- Real-time interface provides users with trading and analytics data
- Built with Ruby on Rails, Javascript, jQuery and PostgreSQL with Highcharts

Powfinder

Powfinder is Chrome Extension that provides current weather information from specific on-mountain locations for Tahoe skiers and boarders. Javascript/jQuery.

BomBoards

- Gaming community for users to rate, comment and purchase games
- Built using Ruby on Rails 5 and PostgreSQL

EDUCATION

University of San Francisco

MBA Marketing

University of Nevada

BS Finance

EXPERIENCE

Parkyn Consulting, 2015 - Current

Email campaign development, copywriting, social content, and Shopify support for biotech and apparel companies.

Lyric / Phonak, *Sr. Manager, Consumer Marketing*, Fremont, CA, 2016

Developed B2C demand generation and utilization programs for the Lyric start-up unit. Managed SEM, print and display advertising for direct response and lead acquisition campaigns.

Nini & Pumpkin, *Digital Marketing consultant*, San Francisco, CA, 2014 - 2015

Managed search engine marketing, website/landing page optimization and promotional programs.

Restoration Robotics, Inc.,

Senior Marketing Manager, San Jose, CA, 2011 - 2014

Developed B2B & B2C marketing for newly commercialized medical device. Developed digital campaigns to drive product utilization and new market penetration.

- Produced websites, landing pages, video, brochures, sales assets and social media content

Align Technology (Invisalign),

Senior Marketing Manager, San Jose, CA, 2004 - 2010

Grew consumer demand and purchase intent through integrated digital, social and traditional media campaigns.

- Developed brand and promo websites, display, social, search & email campaigns, video, print and television commercials

VOLUNTEER

Circus Center,
Board of Directors
San Francisco, CA

2009 - 2011

Board Member for a performing arts school.