

# DENNIS GIBBONS

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## SOFTWARE ENGINEER

Fiercely competitive marketing professional with 6+ years of experience developing digital campaigns to connect with global consumers. Experienced with leveraging Market Research, SEO, SEM, Social Media, PPC, Email campaigns and analytics to drive conversion and brand exposure. Achieved \$5,00,000 in sales for mid sized gaming hardware company

### WORK EXPERIENCE

#### Marketing Manager, Games Ninja, New York, NY

2018-present

Lead marketing operations for Gaming hardware company(20+employees)

- Manage team that downsized from 20 to 10 people between July-September 2020; grew sales by 20% (July -September 2020)
- Raised Facebook and Instagram engagement by more than 40%(Q1 and Q2 2020)
- Incorporated new tool (Slack and RemoteHQ) for effective teamwork
- Spearheaded \$40,000 ad campaign for new product launch, generating \$200,000 monthly sales (Q3 2019)

#### Digital Marketing Assitant, Universal Videos, Miami, Florida

2014-2018

Created marketing strategies for video production agency (120+ employees)

- Created monthly campiagn metrics reports; presented analytics to sales and marketing teams
- Fully managed company website; edited, assigned and wrote daily blog website.
- Oversaw a \$30,000 campaign budget to promote new Youtube series, generated an avearge of 30,000 monthly views per video and 10,000 subscribers over a period of 10 weeks

### EDUCATION HISTORY

#### UNIVERSITY OF EL DORADO

Bachelor of Software Engineering, 2014

- President, Computer and Technology Organization
- Vice President, Programming Club
- Member, Video Game Society
- Member, Student IT Helpdesk

#### BEECHTOWN ACADEMY

Graduated Class of 2010. Honor Roll

- President and Founder, Computer Club
- Student Council President
- Debate Team Vice President
- Member of the Math Team
- Member of the Chess Team

### AREAS OF EXPERTISE

- Hands-on SQL experience
- Java, Ruby, PHP and Python experience
- Microsoft ASP.NET MVC, Web API experience
- Working knowledge of C, C++, and C#

### OTHER SKILLS

- Tele-communication skills (adept at using Zoom, Microsoft Teams, Zoho, Google Meet.
- The ability to analyze complex technical information
- Can analyze, design and implement database structures
- Detail oriented
- Excellent problem solver

### RECOMMENDATIONS

"Dennis Gibbons is an outstanding performer of our team. With his dedication and teamwork our company rose by 20% in Sales."

- Will Adams, Senior Marketing Manager, Games Ninja

"Dennis Gibbons is a efficient and prompt in handling teams. He did a commendable job during the Covid-19 crisis. His organisation skills equip him to manage things in difficult times.

- Sophia Jerkins, Marketing Manager, Games Ninja

"Dennis Gibbons is a self motivated, Digital Marketing expert . He's resourceful and knows how to finish assignments well ahead of time. He efficiently managed all my campaigns which fetched me 5000 subscribers in just 4 weeks"

- Ken Adams, Youtuber