

Gabe Byrne

617-875-9504

byrnegr@gmail.com

www.gabebyrne.com

[LinkedIn](#)

[Github](#)

SKILLS

JavaScript, React, Redux, HTML, CSS, Ruby, Ruby on Rails, Mongoose, MongoDB, Node.js, Express.js, SQL, SQLite3, PostgreSQL, webpack, jQuery, Git, Amazon Web Services, Heroku, Google Analytics, Google Tag Manager, Tableau, Marketo, Salesforce

PROJECTS

Windygogo (*React/Redux, Rails 5, Javascript*)

[live](#) | [github](#)

Clone of indiegogo.com replicating core features, including campaign creation, campaign contributions, and user profiles

- Implemented multi-step, single page forms with React to create a seamless user input experience
- Created custom SQL queries to reduce server load through the utilization of Active Record associations to extract data from multiple tables in a single query
- Ensured user privacy through frontend and backend authentication measures and React Router, allowing users to only create campaigns and access certain features when logged in

ChillSession (*Javascript*)

[live](#) | [github](#)

Audio visualizer and social network for music enthusiasts

- Utilized the Web Audio API and HTML Canvas to build custom algorithms which analyze sound frequencies and translate them to visual representations
- Synchronized vector animations with audio using Javascript to create an immersive audio/visual experience

Find My Pawrents (*Javascript, React/Redux, Mongoose, Express.js*)

[live](#) | [github](#)

MERN stack application that simplifies the adoption process for dog shelters and pet seekers

- Led backend development on team of four, owning API end-point design, route creation, and the overall organization of the website's database
- Employed Mongoose ODM to query NoSQL database and return the requested data points to the frontend
- Implemented user authentication securely by encrypting personal details with BCrypt, ensuring the safe storage of confidential customer information

EXPERIENCE

Growth Marketing Manager *for a coworking and shared office space company*

Industrious - New York, NY

Aug 2018 - Apr 2020

- Led company digital marketing strategy and execution, increasing paid digital leads by 56% HoH in 2019, resulting in a 118% increase in sales
- Oversaw search engine optimization, managing initiatives related to website optimization, external link building and content strategy, resulting in a 28% increase in organic website traffic YoY
- Collaborated with analytics team to build marketing attribution system and Tableau reporting infrastructure to measure ROI of campaign efforts

Senior Growth Marketing Analyst *for a digital marketing and strategy agency*

Ampush - San Francisco, CA

Aug 2015 - Oct 2017

- Built, managed, and optimized media campaigns across paid digital channels for clients, which included: University of Phoenix, StubHub, TuneIn, DocuSign, Xoom (a Paypal company)
- Managed \$12MM in annual ad spend, performing Excel analyses to determine profitable budget allocations
- Founded and led company product marketing group that partnered with the Ampush Product + Engineering teams to develop promotional initiatives and improve product adoption for internal and external stakeholders

EDUCATION

AppAcademy - *1,000-hour full-time software engineering program with <3% acceptance rate*

May 2020 - Aug 2020

University of Massachusetts-Amherst - *BBA in Finance, Minor in Economics, GPA: 3.5, Dean's List*

Class of 2015