

RELATED EXPERIENCE

Bio-Techne

Centennial, CO

Digital Marketing Data Specialist

June 2019 – Present

- Data analyst specializing in demand generation, optimization, and eCommerce revenue generation.
- Created and maintained reporting channels with specific focuses on ROI analysis involving web analytics, core metrics, and KPIs from various digital channels.
- Worked with internal stakeholders to standardize reports and consolidate reporting metrics in data lake architecture for use-cases in end user reporting solutions.
- Provided analysis, insights, and recommendations which drive digital marketing best practices and enhance UX/UI.

Heart to Heart Counseling Center Inc.

Colorado Springs, CO

SEO Manager, WordPress Developer, and Copywriter

April 2018 – June 2019

- Developed SEO strategies which achieved Google page #1 rankings for difficulty 50 keywords.
- Developed multiple WordPress websites, optimized UX/UI, and migrated web servers.
- Crafted ad, website, blog, and email copy, and filed USPTO trademarks and copyrights.
- SQL database administrator and FileMaker Pro RDBMS administrator.
- Managed marketing strategies and paid ad campaigns while tracking e-commerce sales.
- Integrated website email funnels with platform APIs.

Yunto Group LLC

Parker, CO

Digital Marketer, UX/UI Developer, and Graphic Designer

Mar 2016 – Present

- Web developer specializing in the WordPress Genesis platform, database, and theme development.
- Developed, optimized, and cleaned MySQL databases and converted tables from MyISAM to InnoDB.
- Proficient in CSS, HTML, JS, WordPress, Bootstrap, SEO optimization, and Adobe Creative Suite.
- Designed, developed, and deployed multiple websites, web applications, and e-commerce products.
- Created multiple LLCs, brands, and Amazon product lines. Sourced UPC codes for final products.

BackerClub.co

Remote

Kickstarter Marketing, Website Operations, and Customer Support

Nov 2016 – Feb 2017

- Supported client projects through web application interfaces and content management systems (CMS).
- Managed website operations, product sales, customer support, and Kickstarter user membership lists.
- Developed proposals and analytics tracking methods and held weekly meetings via video conferencing.

RELATED SKILLS AND CERTIFICATIONS

- Completing Google IT Support Professional Certification - est. completion date 2019.
- Completing Software Engineer training program at Free Code Camp - est. completion date 2020.
- Proficient in Adobe Creative Suite, cPanel, Plesk, FTP clients, Microsoft Office Suite, Moz Tools, Google Analytics, Google Search Console, Google Data Studio, Google AdWords, Facebook Ads Manager, Windows, MAC OS, CSS, HTML, SQL, other web languages, and New World Public Safety Solutions.
- Google: AdWords Fundamentals, Adwords Search Certification, DoubleClick Search and Search Basics.
- DigitalMarketer.com Certifications: Customer Acquisition, Value Optimization, Content Marketing, Optimization and Testing, Social and Community Mastery, Search Marketing, Email Marketing Specialist, and E-Commerce Marketing.

EDUCATION

American Military University Manassas, VA
M.A. – National Security Studies–Capstone Option, Concentration: Terrorism 2011 | GPA 4.0

- Summa Cum Laude, Pi Gamma Mu Honor Society Member; APUS, Global Mentor Network: Mentor; President's Honors List 2010 through 2011

Metropolitan State University of Denver Denver, CO
B.S. – Criminal Justice & Criminology Major, Accounting Minor 2010 | GPA 3.73

- Cum Laude, Alpha Phi Sigma Honor Society Member, multiple scholarship recipient, Who's Who List

UNRELATED EXPERIENCE

Douglas County Sheriff's Office Castle Rock, CO
Deputy Sheriff and Civil Specialist Oct 2011 – Mar 2016

- Investigated, filed, and charged numerous cases for felonies and misdemeanors.
- Proficient in New World Public Safety Solutions, Avigilon Cloud Surveillance Systems, and CCIC/NCIC.
- Colorado POST Certification B 0846-2830 and certified Douglas County VIN inspector deputy.
- Member of wildland firefighting type 1 special teams, certified sawyer, and first responder.
- Graduated Combined Regional POST Academy Class 2014-2 and was awarded academy top shooter.

VOLUNTEER EXPERIENCE

Colorado Law Enforcement Reserves Commerce City, CO
Reserve Police Officer - State of Colorado Nov 2018 – Present

- I serve as a reserve police officer and volunteer on a monthly basis in partnership with over 60 intergovernmental agency partners across Colorado including cities, counties, and municipalities.
- Colorado POST Certification 0846-2830 - reserve status.
- Certified in less lethal control devices and Tasers.

Crossroads Christian Church Parker, CO
Security Team Volunteer Dec 2017 – Present

- I volunteer as church security team member on a monthly basis.

Southeast Christian Church Parker, CO
Security Team Volunteer and Choir Member Sept 2010 – Dec 2015

- Worked with other team members responding to incidents on church property.

OTHER SKILLS AND CERTIFICATIONS

- Recipient of USAF Civil Air Patrol (CAP) Mitchell Award.
- Certified Airport Security Coordinator.
- Completed EMT-Basic courses – Expired Status; First Responder; CPR/Basic First Aid.
- Certified Community Emergency Response Team (CERT) Member, Volunteer 162.
- Completed FEMA ICS-100, ICS-100.b, ICS-120.a, ICS-200, ICS-300, ICS-400, ICS-700, and ICS-800.
- Certified National Weather Service Weather Spotter, ID# D313.
- Brazilian Jiu-Jitsu Blue Belt. Muay Thai and Krav Maga practitioner.
- Certified Civil Air Patrol Ground SAR Team Leader and Skills Evaluator.
- Certified in law enforcement patrol equipment including less lethal munitions, shotguns, and rifles.