

Brennan Kenneth Brown

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Content writer and open-source web developer looking to empower marginalized voices, emphasize stories that matter, and create long-lasting community. Wanting to help those in the Alberta area and beyond with their next project with the unique skill set I have.

EDUCATION

Bachelor of Arts (B.A.) - English Honours Sep 2021 - Jun 2024 (Expected)
Mount Royal University, Calgary, AB
Current GPA: 3.9

Various Courses - Software Development Sep 2016 - Jun 2017
Southern Alberta Institute of Technology, Calgary, AB

- Hardware, Operating System, Networking, and Programming Essentials
- Business Dynamic, Communications and Presentation Skills
- User-Interface and MySQL Database Design
- Object Oriented Programming, Website Development Fundamentals

EXPERIENCE

Growth Marketing Program May 2022 - Sep 2022
OnRamp / 321 Growth Academy, Calgary, AB

- Created detailed buyer personas and mapping sales journey funnel & content strategy.
- Identified target metrics using HubSpot CRM to support ongoing performance.
- Researched and wrote original articles for thought leadership and reinforcing the unique value proposition and addressing reader's pain points - leading to sales generation.
- Designed lean email and social media campaigns to convert long-time subscribers into qualified prospects.

WordPress Developer / Content Writer Sep 2020 - Present
The Wander Notebook, Calgary, AB

- Researched, ideated, & published essays on productivity, self-development, happiness.
- Specialized in marketing with SEO keyword strategy, lead generation, and conversion rate optimization.
- Focused on value proposition development and personal branding.
- Initially began on Medium, migrating to custom-built WordPress site.

Fullstack Web Development Program Feb 2020 - Aug 2020
InceptionU / EvolveU, Calgary, AB

- Vanilla JavaScript, React.js, Node.js, Python, Flask, PostgreSQL, NoSQL, C#
- Test Driven Development, Pair Programming, Debugging, Wire-framing
- Agile Management, Design Thinking, Project Management