

C. Bret Nichols

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FULL STACK SOFTWARE DEVELOPER | CONTENT CREATOR

Passionate, team-minded software developer and video producer with a background in B2B sales, video production, and marketing. Eight years of experience in delivering projects on time, under budget, and with exceptional quality and professionalism.

PROFESSIONAL EXPERIENCE

Web Development Fellow *General Assembly* November 2018 - February 2019
General Assembly's Web Development Immersive (WDI) is a 12-week, 500+ hour training program dedicated to giving students a deep dive into the world of web development, focusing on web development tools and best practices. Technologies focused on Git/Github, HTML, CSS, JavaScript, jQuery, Node, Express, React, MongoDB, SQL, PostgreSQL, Python, Django, etc.

Achievements:

- Developed "Road Warrior", a social web application for RV enthusiasts to share their journey. Technologies include Python, Django, JavaScript, React, SQLite, Bootstrap, and Google Maps API.
- Developed "Pilates Planner", a web application for Pilates instructors to organize their lesson plans. Technologies include JavaScript, MongoDB, Express, React, Node, Materialize, and Heroku.
- Developed "Share The Saga", a full stack web application for creating and organizing eBooks. Technologies include jQuery, MongoDB, Express, Handlebars, Node, Bootstrap, and Heroku.
- Developed "Yosemite Sam Hangman", my first project, a simple game of hangman! Technologies used include jQuery, HTML, CSS, Adobe Photoshop, and Github Pages.

Founder | Content Creator *Whiskerhead, LLC* October 2015 - Present

Whiskerhead caters to individuals and businesses seeking video production, editing, graphics, photography, and web services.

Achievements:

- Earned the Google Street View Trusted Photographer badge, allowing for publications of virtual tours via Google Maps. Currently, I have published 800+ 360° spherical images totally over 7.4 million views.
- Translated video content for the web from English to Cantonese and Mandarin for the booming Chinese Internet economy.
- Built websites using Adobe Muse for a variety of clients in industries ranging from Real Estate to Fitness and more.
- Edited, organized, and converted over 300 videos for the in-store retail endcap displays at Do it Best Corp.'s hardware stores.

Video Producer | Director of Sales and Marketing *Ground Floor Video*

May 2014 - October 2015

Associate Producer

February 2014 - May 2014

Videographer | Editor

August 2013 - February 2014

Intern | Production Assistant

May 2013 - August 2013

Ground Floor Video provides B2B video production services nationwide.

Achievements:

- Supervised and trained several part-time employees, interns, and independent contractors.
- Created, implemented, and split tested Google AdWords PPC campaigns that resulted in a total web traffic increase of over 300%.
- Managed the company website with Expression Engine and monitored with Google Analytics.
- Designed a custom approach to CRM utilizing the 52 touch method for retaining existing clients and generating new leads.
- Wrote proposals, closed deals, and oversaw client accounts yielding an overall growth in gross sales by 28% YOY.
- Utilized traditional and digital advertising techniques such as direct mail, trade shows, press releases, and automated e-newsletters.
- Handled all aspects of script-to-screen video production: outlining, budgeting, scheduling, talent and location scouting, scriptwriting, camera operation, lighting, sound mixing, teleprompter operation, editing, and more.

Brand Ambassador *HatchetMan Presents*

November 2010 - January 2014

HatchetMan Presents implements marketing and promotional services to help professional entities reach their advertising goals.

Achievements:

- Targeted demographic specific business/community locations with a variety of promotional materials.
- Photography and videography for Van's Warped Tour, 311, Britney Spears, Dave Matthews Band, and many many more.
- Brand activation (bar crawls) for Amstel, Hennessy, and Fireball.
- Guerilla marketing including but not limited to signage installation, sticker, graffiti, and experiential campaigns.
- Word of mouth marketing, such as viral social media campaigns, and hand-to-hand flyering.

TECHNICAL SKILLS

Git • GitHub • HTML • CSS • JavaScript
jQuery • Express • React • Node • Python
Django • MongoDB • PostgreSQL • SEO
PPC • Video Production • Final Cut Pro
Adobe Premiere Pro • Adobe Photoshop
Adobe Audition • Adobe After Effects
Object Oriented Programming (OOP)
Google Street View Trusted Photographer

EDUCATION & CERTIFICATIONS

Associate of Applied Science (A.A.S.)

Television Production Technology

Chattahoochee Technical College

2011-2013

Web Development Immersive

General Assembly

2019