

# BRANDON M. LYON

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<https://www.linkedin.com/brandonmlyon/>

- ... has over 25 years of experience crafting bespoke software
- ... specializes in development, UX, design, and marketing of websites
- ... provided UX research and conversion optimization for a multibillion dollar company
- ... managed frontend code for a subscription website with millions of users
- ... developed platforms for user-generated content and gamification
- ... lead full stack development for e-commerce websites
- ... collaborated remotely with hundreds of coworkers

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## Marketing Website Manager @ Codefresh, June 2021 to Present

- \* Achieved 1st page SERP rank for keywords & improved pagespeed from 20 to 100.
- \* Migrated hosts to achieve GitOps methodology with 2x throughput.
- \* Managed contractors, designers, engineers & facilitated ops improvements for > 100 projects.
- \* Drove a rebrand with an accompanying UI Kit with 3x implementation throughput.

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## Marketing Engineering Manager @ GitLab, November 2020 to June 2021

### Senior Marketing Frontend Engineer @ GitLab, June 2019 to November 2020

- \* Architected a statically-generated marketing website with over 1,000 contributors.
- \* Coordinated with Growth, Ops, SEO, and Infrastructure teams leading over 24 high-value projects.
- \* Wrote documentation, provided training, ran workshops, and strategized quarterly goals.
- \* Sourced & implemented tools for AB testing, search, asset management, localization, and lead gen.

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## Senior Frontend Developer @ Experts Exchange, March 2009 to Jun 2019

- \* Architected a codebase with > 250k lines of code. Also contributed PHP and Java.
- \* Lead cross-discipline agile teams through over 240 different projects.
- \* Created training programs and onboarded dozens of developers.
- \* Developed a mobile app to improve service time metrics by 20% for our top contributors.
- \* Developed growth marketing funnels improving conversion and churn.

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## Accolades

- \* Newcomer of the Year (2019) @ GitLab Marketing.  
*Proven positive impact to the company over hundreds of other team members.*
- \* The Decade Club @ Experts Exchange  
*For 10 years of excellence and dedication I was awarded a custom bobblehead statue.*
- \* QA Excellence Award @ Experts Exchange  
*Attention to detail as a developer has earned the QA department's respect.*