

DARREN NESBITT

- Web Developer -

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www.KnowNesbitt.com

I'm a full-stack developer and former planner looking to further my experience by contributing to great projects. After attending General Assembly and adding Front-End Web Development to my skill-set, I've honed deeper into how products are built, maintained and improved for users.

EXPERIENCE

[ACE Content](#), Strategist (*Freelance*)

New York, NY, Oct '17 – February '18

- Taking social media campaign strategies and executing them in the most efficient and effective ways possible while maintaining creative integrity and audience satisfaction

[General Assembly](#), Web Developer (*Student*)

New York, NY, July '17 – October '17

- 2017 fellow of the Web Development Immersive, a 3 month, 400+ hour, training program that prepared me to think like an engineer and approach problems creatively
- Designed and built web applications, from user stories and object-relational mapping, to development and deployment
- Developed using professional version control practices, and adopted Agile methodologies such as week-long sprints and daily scrum meetings
- Languages and Frameworks: HTML, CSS, Javascript, Express.js, Node.js, Ruby on Rails, SQL, and React

[Edelman Digital](#), Comms Strategist

New York, NY, May '16 – June '17

- Strategist for Comcast Xfinity, iRobot (Roomba) and eBay social media
- Briefed creative teams on always-on social and campaign content
- Integrated new strategies and tactics for content creation
- Informed channel strategies for campaigns and activations

[Marina Maher](#), Strategist (*Freelance*)

New York, NY, Nov '15 – May '16

- Social media strategist for P&G's Head & Shoulders and Covergirl
- Led two community managers in execution of social activations and always-on engagement
- Integrated new strategies and tactics for content creation, scheduling and engagement for quarterly calendars. Such as dynamic video/gif content and collaborative calendar layouts
- Provided strategic consultation and insights to inform the 2016 NFL campaign tactics

[Droga5](#), Social Media Strategist

New York, NY, June '14 – May '15

- Strategist guiding social storytelling for Honey Maid, Belvita and Smartwater
- Researched, wrote and conducted creative briefings for monthly and quarterly content
- Led community manager in the execution of all social initiatives including campaign activations, always on content and community management
- Supported lead strategist in developing client-facing deliverables such as quarterly strategies and point-of-view presentations on emerging practices
- Monitored the social landscape and respective industries of each brand for opportunities that added value to their presence across Facebook, Twitter, Instagram, Pinterest and Tumblr