



# DENNIS WHEATLEY

Experienced Project Manager & Strategist

✉ mail@denniswheatley.com

📞 +1 859 576 5067

💻 denniswheatley.com

## EXPERTISE

Project Management	5+ Yrs
Leadership	8+ Yrs
Web Technologies	10+ Yrs

## SKILLS

<b>Data Analysis</b>	Google Sheets, Chartio, Google Analytics, Google Tag Manager
<b>Creative</b>	Figma, Miro, Adobe Suite, WordPress, SwiftUI, CoreML, ARKit
<b>Marketing &amp; Organization</b>	Google Workspace Apps, Slack, MailChimp, Asana, Jira
<b>Languages &amp; Syntax</b>	HTML, CSS, JS, PHP, SQL, Bootstrap, JQuery

## VOLUNTEERISM

**Knit It Forward**  
Knitter

**What If Media Group**  
Diversity, Equity & Inclusion Advisory Panel

**Bluegrass HIV Coalition**  
Health Department Liaison, Webmaster

**Lexington Pride Festival**  
Merchandise & Marketing Chair

**Lexington Pride Center**  
President

**The Letter**  
Bluegrass Region Journalist, Photographer

## EDUCATION

- iOS App Dev Bootcamp, 2022
- Complete Web Designer Bootcamp, 2021
- Bootstrap 4 Bootcamp, 2020
- Branding Strategies, 2018
- Complete SQL Bootcamp, 2017
- High School Diploma



## EXPERIENCE

2020  
now

**360 Spectrum Designs**  
VP of Marketing & Design

- Review & develop marketing strategies driven by data analysis for clients to hit their goals and objectives
- Design and build websites and graphics for clients
- Create custom web development features and apps
- Database configuration, migration, and troubleshooting
- Custom email marketing solutions

2015  
2020

**What If Media Group (All Inbox)**  
Director of Branding Services

- Created and directly managed a branding department, consisting of nine graphic and UX/UI designers & devs
- Established over 75 brands for monetization
- Decreased domain expenses by over 66%
- Increased email diversity and delivery, resulting in a 400% revenue increase
- Instituted a design testing platform to monetize side content, resulting in an additional \$100K+ per month
- Aligned department KPIs with business objectives & initiatives

2010  
2014

**Kentucky Department for Public Health**  
HIV Prevention Program Coordinator

- Coordinated and monitored MSM/HIV+ prevention programs
- Provided technical and capacity building assistance to CBOs & HDs
- Revolutionized & digitized the State's HIV testing reporting system
- Conducted grant writing and copy editing, helping to secure \$1M+ in Federal funding



## ENTREPRENEURISM

**Snarky Studio, LLC**  
Owner

- Make interfaces, design interactions, and build digital products for clients
- Troubleshoot existing client websites, implementing unique solutions
- Create custom graphics, logos, and establish a branding presence
- Design custom promotional items, company uniforms, and marketing supplies

**Bluegrass KY Notary**  
KY Notary Public At-Large

- Notarize financial, legal and other business documents
- Administer oaths, take proof of execution, and acknowledgments of instruments as outlined by KRS laws



## AWARDS

- All Inbox Adaptability Award, 2019
- All Inbox Adaptability Award, 2018
- Employee of the Month, 2014