

ERIK LAYBOURNE

SOFTWARE ENGINEER / SMALL BUSINESS DEVELOPER

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PROFILE

Versatile developer, designer, and small business development specialist. Creative team leader who specializes in creating iOS and Android apps, marketing automation tools, and database integrations.

EXPERIENCE

Founder & Software Engineer

Moat Technologies (www.moat-tech.com) | 2019-Present

- Developed and designed iOS and Android apps to pair with Moat peripherals. (Swift, Kotlin, BLE)
- Bootstrapped the Moat Technologies brand/products in ten months, selling nearly 1000 units.
- Designed the Moat logo, packaging, iOS/Android apps, moat-tech.com website, and all other brand assets.
- Architected SEO, PPC, and Social strategies to build brand awareness and increase sales.
- Performed digital marketing consulting for a property management firm, generating leads that increased their monthly revenue by more than 20%

Director of Customer Experience

Waterfi LLC | 2015-2019

- Developed our iOS app to interface with Waterfi devices. (Swift, BLE)
- Created the BLE data syncing code for Waterfi hardware. (C++, Arduino)
- Developed Salesforce automations, objects, and dashboards to manage 300K+ customers. (APEX, Javascript)
- Managed Waterfi's entire catalog of products, selling \$6M+ annually.
- Led development of new products that generated \$6M+ in revenue

Marketing Manager

Waterfi LLC | 2012-2015

- Developed API integrations to sync 30K+ records per month with 3rd party marketing software. (PHP, SQL)
- Architected our Salesforce SaaS platform and API integrations.
- Setup a Linux server to host an ERP system, SQL database, and execute automations. (Linux, Shell, SQL)

Marketing Associate

Waterfi LLC | 2011-2012

- Expanded Waterfi's PPC campaigns, maintaining a 90% or higher margin.
- Setup a program that generated 1K+ five-star reviews on our Amazon.com listing.

EDUCATION

San Diego State University - BS in Business Management | 2008 - 2012 | 3.45 GPA