Michael Roten

Jacksonville, FL • 919.630.4049 • michaelroten@gmail.com
linkedIn.com/in/michaelroten

Digital Marketer • Web Application Developer

Digital Marketer and Software Developer with expertise in web application development, marketing and lead generation for new or existing systems. Highly experienced with diverse teams spanning the globe, understanding stakeholder requirements, providing quality estimates for effort and time needed. Additional experience as a project manager and team leader provides a helpful perspective on how to meet project needs.

EDUCATION

Bachelor of Science (BS)
in Computer Information Science and Communications/PR from Mars Hill University

CERTIFICATIONS

Google Digital Marketing & E-Commerce Professional

Certified Scrum Master (CSM) and Scrum Product Owner (CSPO) from Scrum Alliance

Certified SAFe® 5 Practitioner from Scaled Agile

Licensed Real Estate Agent

COMPETENCIES

Google Ads Management
SEO Management
Agile Methodologies
Software Development
Website Planning
Web Marketing
Sprint Planning
Stakeholder Collaboration
Project Management
Product Backlog Management

TECHNICAL SKILLS

PHP / .NET / ASP.NET
AWS / JavaScript / MySQL
CSS / HTML / LAMP
SQL Server / REST / SDLC
GitHub / ASP.NET

PERSONAL ATTRIBUTES

Problem Solving
Team Building
Analytical/Attention to Detail
Accountability / Prioritization
Customer Engagement
Cross-Functional Collaboration
Outstanding Verbal, Written, & Interpersonal Communication Skills

EXPERIENCE

Digital Services Lead | Relate Consulting | Orlando, FL | 10/2024 to present

Providing digital services for clients in non-profit sectors. Digital services including Google Ad management, search engine optimization, website management and marketing strategy and analysis.

Owner | RotenDigital | Jacksonville, FL | 10/2024 to present

Operating a startup providing digital marketing services to various clients, including real estate agents, small businesses, non-profit organizations and more.

Technical Solution Delivery Manager | Eaton Corporation | Raleigh, NC | 8/2021 to 7/2024

Leader of multiple Internet of Things (IoT) projects focusing on timely delivery using Linux platforms, RTOS, and multiple web development languages integrating via API with various cloud solutions.

- Led technical planning with cross-functional teams to review available features, plan new features to be implemented, methods for integrating with cloud apis and services.
- Spearheaded team collaboration for strategic analysis of code reusability using open-source concepts.

Technical Project Manager | WCG Clinical | Durham, NC | 8/2020 to 8/2021

Defined and executed projects related to new software and enhancements to customers using iPad applications to gather scientific information for large clinical studies.

- Facilitated software development project timeliness through solid people management skills while meeting stakeholder expectations.
- Led software quality control of iPad applications using best practices, validating customer requirements were met, and ensuring bugs were tracked and resolved.

Marketing & Web Development Manager | Tax Defense Network | Jacksonville, FL | 8/2016 to 3/2020

Managed a team of web application developers and creative contributors in the fast-paced lead generation efforts for a large tax relief consulting agency.

- Led the launch of a corporate rebrand with new websites utilizing PHP, Wordpress, WPEngine hosting and other innovative technology to increase lead generation and pre-screen potential customers.
- Integrated web sites with marketing email list systems to manage GDP compliant mass emailing efforts.
- Utilized Google Analytics and Google Ads to promote the business and integrated with a phone service provider with over 5000 phone numbers used to encourage customers to reach for help.

ADDITIONAL EXPERIENCE

Web Application Developer

Self-employed contractor for GreatWide Logistics | Mooresville, NC | 7/2015 to 8/2016

- Built core portions of corporate extranet in .NET to support trucking company and its partners
- Analyzed existing systems to determine what functions needed to be modernized in an effort to improve efficiency
- Designed structure for role-based management for user functions

Internet Delivery Manager

Fortegra Financial | Jacksonville, FL | 6/2013 to 7/2015

- Managed several large projects, reporting progress to C-suite stakeholders and other business leaders.
- Built a team to ensure quality software creation and delivery by hiring and training Business Relationship Managers (Project managers), Quality Engineers, Business Analysts that worked closely with .NET developers
- Successfully designed and built a modernized replacement customer tracking system for the company's roadside assistance services solving many issues with the legacy system

Senior Programmer and Team Lead, NCDHHS Early Implementation Project

Computer Sciences Corporation (CSC) | Raleigh, NC | 6/2010 to 5/2013

- Enhanced existing tracking system for certifying medical providers for NC Medicaid and Medicare using .NET, SQL Server, and SSIS.
- Developed excellent rapport with stakeholders, including the NC Department of Health and Human Services, providing reports, status updates and application design plans for future upgrades
- Managed developers assisting with the EIP, assessing quality and time tables for enhancements.
- Introduced automation using SSIS to weekly and daily reporting, resulting in significant time savings and also providing more timely updates to leadership

Senior Web Application Developer

Self-employed contractor for several clients | Raleigh, NC | 2/2001 to 5/2010

- Built 20+ websites for various organizations using PHP, .NET, APIs to various services providing email integration, database integration, and other services.
- Developed custom Content Management Systems before they were commercially available and easy to use
- Created membership list management systems for organizations to track members, communicate with them and allow them to have group discussions