

Michael Shannon

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EDUCATION

Bachelor of Science
Business Administration –
Computer Information Systems

*California State Polytechnic University,
Pomona (2002 - 2007)*

TECHNOLOGY



SUMMARY

Well-rounded and focused, Michael has extensive experience as a technical consultant, web developer, and marketing coordinator working for small to large-sized organizations. With over ten years of experience designing and developing responsive websites and custom applications in a variety of environments, he provides a strong understanding of digital marketing and a wide-range of technical skills and that enable him to excel as a project lead or in a focused team-oriented role. Michael has had an aptitude and enthusiasm for technology from an early age, and is constantly working to improve his technical knowledge and skillset.

KNOWLEDGE

Technical Proficiencies

- > Responsive HTML and CSS; SASS; JavaScript; PHP; ASP.NET; WordPress; Drupal, Sitefinity, vBulletin; osCommerce; BigCommerce; Visual Studio; Team Foundation Server; Git; HTML Email; Adobe Creative Suite; Google Analytics; Google AdWords; Google Tag Manager, Microsoft Dynamics CRM; ClickDimensions; Microsoft Office; Microsoft Visio; Office 365; Microsoft SharePoint; Microsoft SQL Server; MySQL; Virtualization; Linux and Windows Hosting Environments; Windows, Linux, and Mac operating systems.

Functional Expertise

- > Marketing Campaign Management; Digital Advertising; Project Management; Agile Development Methodology; Customer Relationship Management; Analytics and Reporting; E-commerce; Testing and QA; Email and Social Media Marketing; Search Engine Optimization; Content Development and Publishing.

Personal Skills

- > Collaborative; Works well in teams; Adaptable and quick to learn; Presenting and public speaking; Problem solving and Troubleshooting; Requirements Analysis; Project management; Reporting and analysis; Content writing and proofing; Self-sufficient and self-motivated.

WORK EXPERIENCE

Casedot Web Consulting | Irvine, CA

Solutions Engineer

Oct 2009 – Present

- > Provided technical and functional consulting to a variety of small and mid-sized organizations, primarily focused on web development and marketing.
- > Managed marketing and development projects for clients, conducted requirements gathering and knowledge transfer sessions with clients, and plugged into existing functional or technical teams in various capacities.
- > Developed, implemented, and supported websites and marketing campaigns in the US, UK, India, and Japan for a multi-national corporation (critical US and UK websites went live two weeks after project start).

- > Designed and developed digital advertisements for traditional and social marketing campaigns.
- > Provided content development and search engine optimization to a variety of clients including multinational websites, local business, and e-commerce stores.
- > Analyzed and produced website traffic, social, and PPC reports from various web-based analytics tools including Google Analytics, Raven Tools, MOZ, and ClickDimensions.
- > Migrated and supported client's back office systems and communication tools.

Hitachi Consulting | Orange, CA
Consultant

Apr 2008 – Oct 2009

- > Provided technical and functional consulting services to a variety of clients, including multinational corporations and Fortune 500 companies, primarily focused on custom development, QA, and collaboration tools.
- > Conducted knowledge transfer sessions, helped drive requirements gathering, prepared server resources, developed custom templates for the IT Department intranet, migrated content to SharePoint/Project Server 2007 from previous versions, conducted knowledge transfer sessions, and created installation guides and scripts for an international steel services corporation.
- > Validated different metrics, calculations, and transformations of data flowing in and out of a custom database system, and tested various reports against data in an OLAP cube using Business Intelligence Development Studio for a major national bank.
- > Developed a complex timecard form using Microsoft InfoPath that updates data information in Project Server, and developed custom reports detailing cost allocations and discrepancies from Project Server and a custom database to validate the month-end close process, ultimately reducing the payroll close process from 14 days to 2 days for major consumer electronics corporation.

Consultant, Microsoft Dynamics National Team | Irvine, CA

Jun 2006 – Apr 2008

- > Created and maintained marketing campaigns and dynamic sales reports for upper management using Microsoft Dynamics CRM.
- > Designed and deployed email campaigns, landing pages, information capture forms, and new iterations of the corporate website.
- > Managed the logistics and marketing collateral for various industry events and conferences such as Microsoft Convergence.

Iteration2 | Irvine, CA

Marketing Tech (part time)

Sep 2005 – Jun 2006

- > Developed, enhanced, and maintained the corporate website architecture, content, and digital assets.
- > Assisted the Director of Marketing with various tasks such as creating and distributing marketing collateral, conducting sales campaigns, developing new websites and HTML emails, and reporting on marketing activities.

Simtech Data Services | Hesperia, CA

Computer Tech (part time)

Feb 2005 – Sep 2005

- > Supported client systems in a wide range of hardware and software environments, including Linux, Windows, and Novell.

City of Victorville | Victorville, CA

Administrative Intern (part time)

Dec 2003 – Feb 2005

- > Conducted troubleshooting of IT issues via a helpdesk system for city employees, police and fire services, and the SCLA airport.
- > Installed, and maintained a variety of electronic devices, including IP telephones, weather stations, projectors, and data backups.