Douglas R. Applegate

New Palestine, IN | 317-432-4727 | doappleg@gmail.com | www.linkedin.com/in/dougapplegate
Github: https://github.com/DougApplegate79

Achievements & Awards

- Awarded "best in class" in Software Development Bootcamp
- Accelerated recruitment and job placement of 80% of software development graduates within 90 days of graduation.
- Successfully created internal committees and projects such as alumni engagement, student-employer interactions (i.e., mock interviews, career days, etc.), and creation of direct hiring pipelines with area employers hiring tech talent.
- Led Client Success team to reach Visionary (100%+ to goal) level performance in company based OKRs and WIG's.
- Created a highly effective post-sales organization that drove $15K MRR customer lifetime value (equal to 20% of overall ARR growth) and improved client satisfaction for seed-funded tech startup.
- Successful collaboration and internal communication with Sales & Marketing, Engineering and Technical Writing teams on product sprints, software update deployments, content marketing, email campaigns, podcasts, webinars, and account-based marketing efforts.
- Successfully reduced customer churn by 30% YOY and improved Net Revenue by $40K for tech startup.
- Orchestrated sales and fulfillment results of 103%, 110%, and 130% YOY growth in consecutive years (top line sales, gross profit and net profit).
- Awarded 2018 "Client Success MVP" honor.
- Established new sales pipeline and managed active annual book of business ~$20M mix of Enterprise and SMB clientele

Career Experience

COVID19 Sabbatical   March 2020 - Current
Career enrichment via Software Development bootcamp and Entrepreneurial exploration

Eleven Fifty Academy   November 2019 - March 2020
Director of Industry Engagement

Defenders   June 2019 - November 2019
Director of Client Success and Retention

WorkHere   May 2018 - April 2019
Vice President of Client Success & Business Development

Kelly Services Inc.   April 2015- Feb 2018
Sr. Business Operations Leader

Integrity Staffing Solutions   February 2014 - February 2015
Sr. Territory Business Manager

Angie's List   January 2013 - December 2013
Advertising Account Manager

Key Benefit Administrators   November 2011 - December 2012
Business Development Executive

Maxim Healthcare Services   September 2006 – November 2011
Regional Account Executive
Healthcare Account Manager
Healthcare Staffing and Homecare Recruiter

Skills & Interests

- Software & Web Development
- Client Success
- SaaS
- Peer 2 Peer coding
- Executive Leadership
- JavaScript, Node.js, React.js

- Agile Project Management
- Team/Dept Management
- Recruitment Marketing
- HTML & CSS
- Candidate Onboarding & Engagement

- Sports and Entertainment
- Consulting and Business Analysis
- Venue and Location-based tech
- Mindfulness and Meditation
- SQL, Python, RestAPI
- VisualStudio, VS Code, Github

Education

The Mill Code School by gener8tor | Software Developer certificate

Indiana University | Bachelor of Arts – Communication Studies

Volunteering

SourceCon Indianapolis: Founding Director & Volunteer (2018-current)
New Pal United Soccer Club: Youth Volunteer Coach (2017-Current)
IndySHRM: Member (2010 – 2018) Director of Volunteer Management (2011-2013)