

Andre Michael Seballo

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SUMMARY OF QUALIFICATIONS

- Over 10 years of professional experience in the healthcare, education, and telecommunication industries.
- Proficient in the design, development and deployment of full stack web applications.
- Strong experience with digital marketing and CRM strategy, web analytics, and reporting.
- Proficient in the development and deployment of search engine marketing (SEM), social media (paid and unpaid), and brand campaigns across multiple channels.

TECHNICAL SKILLS

- Node.js, Express, JavaScript, jQuery, React.js, GIT, Github, MongoDB, MySQL, Firebase, HTML5, CSS3, PHP, Laravel, Bootstrap, Media Queries, APIs, JSON, REST, AJAX, the command line, and computer science fundamentals.
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EDUCATION & TRAINING

University of Central Florida – Continuing Education

Orlando, FL

Full Stack Web Development

July 2017

An intensive 6-month cohort dedicated to designing and building web applications. Skills learned consisted of HTML5, CSS3, PHP, Laravel, Javascript, JQuery, Bootstrap, Firebase, Node Js, MySQL, MongoDB, Express, Handlebars JS, & React Js.

University of Central Florida

Orlando, FL

Master of Business Administration

December 2012

Andrews University

Berrien Springs, MI

Bachelor of Business Administration

May 2006

PROFESSIONAL EXPERIENCE

Wyndham Vacation Ownership

Orlando, FL

Digital Marketing Contractor

May 2017 – Present

- Develop and implement online marketing programs that drive new owner acquisition, lead conversion, enhance owner/member relationships, and engage customers, owners and resort guests.
- Build and validate HTML and CSS for email, web, mobile and social initiatives.
- Salesforce Marketing Cloud development of custom email content using proprietary AMPscript language.
- Develop, produce, test, launch programs/projects as well as reporting on results for programs/projects.

Florida Hospital**Orlando, FL***Digital Marketing Manager*

November 2015 – January 2017

- Led team of digital marketing professionals with skillsets including search engine marketing, social media, and email strategy. Teams managed over 100 ongoing cross-channel campaigns.
- Managed marketing budgets in excess of \$1,000,000 annually across multiple ad platforms including: Google AdWords & Display Network, Bing Ads, and Facebook Business Manager.
- Analyzed and reported campaign-level performance and developed optimization plans based on key performance indicators (KPI), trends, and goals.

Marketing Assistant Manager

July 2012 – November 2015

- Led development, management, and execution of traditional and digital marketing strategies for hospital system. Drove market share growth with data-driven strategies. Managed budgets in excess of \$500,000 annually with campaign return on investment ratios as high as 4:1.

Marketing Representative

February 2011 – June 2012

- Developed and executed marketing strategies for 30 hospital-owned medical practices. Responsible for practice branding, advertising, and community relations.

Physician Marketing Representative

September 2009 - February 2011

- Built strategic relationships with key referring physicians, medical leaders, and healthcare decision-makers. Responsible for new business growth and account management.

Wellness Coordinator

September 2008–August 2009

- Assisted in the management, development, and deployment of disease prevention and wellness programs with Florida Hospital. Coordinated internal marketing strategies to increase participation in program offerings.

Performance Matters, LLC**Winter Park, FL***Marketing Coordinator*

January 2008 - July 2008

- Responsible for all marketing & sales initiatives for an educational data-solutions company in Winter Park, FL. Developed brand standards, messaging, advertising materials, and website.

Verizon Yellow Pages**Orlando, FL***Marketing Contractor*

July 2006 - December 2007

- Multi-regional marketing contractor responsible for pricing, corporate partnerships, product development, and sales training. Served as interim Marketing Manager for Orlando and Jacksonville divisions.