

MICHELE TORNETTA

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[LinkedIn](#)

[Portfolio](#)

[GitHub](#)

Jr Web developer with a background in email marketing, giving me a unique perspective of the importance of a well developed email template and branded web application user interface.

Education

University of Pennsylvania WebDev Bootcamp - Phila, PA

Certificate in Full Stack Web Development - 99.35%

Harrisburg Area Community College, Lebanon, PA

Social Science - GPA 3.5

The Craft Institute, Philadelphia, PA

Medical Assistance Degree - GPA 3.97

Self Projects

GoLive WebDev: Web Development & Email Marketing Website

Group Projects

Grrrr'inder: Dog Playdate Application

Full Stack Web Development | Marketing | Leadership | Sales - Customer Service

Creatives & Web Development

HTML | CSS | Bootstrap | JavaScript | APIs | React | Handlebars | JQuery | JSON
Node.js | Virtual Studio | GitHub MySQL | NoSQL | Express | Mongo | GraphQL | Heroku

Marketing

Digital - Email | Social Media | Database Segmentation

Promotion Development/Implementation

SEO | Adobe Photo Shop | InDesign

Graphic Design - Banners | Posters | Email Template Design

Copywriting | Research | Surveys

Leadership

Sales/CS Supervisor & Marketing Director

Develop SOPs | Increase Work Flow Efficiencies

Recruitment | Training | Mentoring

Strategic Planning | Project Management

Sales - Customer Service

Call Center (Inbound/Outbound) | Online - Email | Chat

Telemarketing | Door to Door | B2C | B2B

Product Assistance | Problem Solving

Database Management | Tech Support

Professional Experience

Progressive Casualty Insurance - Lancaster PA

2017-2023

Independent Vehicle Damage Appraiser

Sep 2021-2023

Work with claimants and body shops to ensure vehicle is repaired as quickly as possible to pre-accident condition or compensate them for the value of their vehicle if it's not repairable. This starts with writing an estimate, monitoring the repair and updating the claimant on the progress until delivery is made.

Claims Generalist - Adjuster

Apr 2019-Sep 2021

Determine liability, investigate misrepresentation, work with police, attorney's, interview customers, claimants and witnesses, partner with estimators to manage vehicle repairs and negotiate with tow yards and other insurance carriers. Run team meetings to maintain high moral and mentor new Claims Generals in best practices and how to be successful in the role.

Agency Service Consultant

Nov 2018-Apr 2019

Inbound Call Center - Provide service to Agents and Customers. Lead team meetings, and other team building activities.

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Service Consultant

Jun 2017-Nov 2018

Exceeded Home Insurance Sale benchmark of 6.5% transfers to 10-19% transfer rate.

Inbound Call Center - Provide service to Customers. Assist supervisor in coaching staff to improve Home Insurance Sale transfer offer skills, organize and run team motivational, and coaching meetings.

DonorLogix Call Center - Jonestown PA

2010-2017

Director of Marketing

2012-2017

Mass marketing/segmentation, promotion development and implementation, graphics, copywriting, html email template creating, survey building, web forms, budgeting, SOP's, etc. (increased online revenue from \$15,500/year to \$156,000/year)

Email Marketing Manager/HR

2011-2012

Individual customer responses. Developed an online marketing platform for mass marketing. Recruited, interviewed potential staff members.

Recruiter Team Leader/Customer Service Outbound Call Center

2011

Coaching new recruiters to develop their phone recruitment, upselling skills and data-base management skills.

Recruiter/Customer Service Outbound Call Center

2010-2011

Exceeded company standards of 50% conversation rate, averaging between 70% to 80% conversation rate.

IceWraps - Jonestown PA

2008-2010

Sales & Customer Service Manager

2008-2010

Average increase in revenue over \$20,000/month and the number of individual orders increased by 25%. EBay feedback at 99.8%, and Amazon ranking at 4.75 out of 5.

Manage inbound and outbound customer and vendor calls, process orders, provide customer assistance, track shipments and returns, online marketing, data entry, clerical/administrative, develop efficient workflow procedures, develop SOPs, as well as strategic planning. Work with all B2B clients, as well as distributors, cost/profit analysis. Employee development and training.

Other Software Skills

Microsoft Office, CRM Software, Googledocs, Dropbox, MailChimp & Other Email Marketing Platforms