

MICHELE TORNETTA

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Full Stack Web Development | Marketing | Leadership

Front-end web developer with a background in marketing, giving a unique perspective of how a well developed web application should encourage the end-user to interact with a website and software application.

University of Pennsylvania WebDev Bootcamp - Philadelphia, PA

Certificate in Full Stack - Final Grade 99.45%

Web Development

HTML | CSS | JavaScript | Bootstrap | RESTful APIs | React | Handlebars | JSON
VS Code | GitHub | Git | Heroku Node.js | MySQL | NoSQL | Express | Mongo | GraphQL

Marketing - Sales & Customer Service

Digital - Email | Social Media | Database Segmentation Copywriting | Research | Surveys
SEO | Adobe Photo Shop | InDesign Database Management | Tech Support
Graphic Design - Banners | Posters | Email Template Design Promotion Development/Implementation

Leadership

Sales/CS Supervisor & Marketing Director Develop SOPs | Increase Work Flow Efficiencies
Recruitment | Training | Mentoring Strategic Planning | Project Management | Problem Solving

Personal Projects

Progressive Casualty Insurance

Group Projects

Progressive Casualty Insurance

Professional Experience

Progressive Casualty Insurance

2017-Present

Independent Vehicle Damage Appraiser

Sep 2021-Present

Work with claimants and body shops to ensure damaged vehicle is repaired as quickly as possible to pre-accident condition or compensate vehicle owner for the value of their vehicle 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.

Service Consultant (exceeded Home Insurance Sale benchmark of 6.5% transfers to 10-19% transfer rate)

Jun 2017-Nov 2018

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Full Stack Web Development | Marketing | Leadership

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

DonorLogix Call Center - TX

2010-2017

Director of Marketing: Mass marketing/segmentation, promotion development and implementation, graphics, copywriting, budgeting, etc. *(increased online revenue from \$15,500/year to \$156,000/year)*

2012-2017

Email Marketing Manager/HR: Individual customer responses. *(developed cross platform emails using html)*

2011-2012

Recruiter Team Leader/Customer Service: Outbound Call Center - *(database management skills , coaching new recruiters to develop their phone recruitment, and upselling skills.)*

2011

Recruiter/Customer Service: Outbound Call Center - *(exceeded company standards of 50% conversation rate, averaging between 70% to 80% conversation rate)*

2010-2011

IceWraps - MI

2008-2010

Sales & Customer Service Manager *(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) - Business Sold*

2008-2010

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