ROBY RANGEL

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Portfolio: www.RobyRangel'sPortfolio.com

SUMMARY

Full Stack Web Engineer focused on server-side languages with tenured experience in Digital Sales & Marketing. Proven consistent success in account and project management, operational sales processes, and leadership within diverse teams. Passionate about utilizing technology and efficiently combining creativity, logic, and attention to detail for discovering solutions. Increased knowledge base skill-set by completing a 24 week intensive course in Full Stack Web Development at The University of Texas at Austin. Heavy emphasis on in-demand languages for web development, up to date browser based technologies, coding standards, server side development, deployment, and quality assurances. Utilizing agile techniques; code, automate, package, orchestrate, configure, and verify.

TECHNICAL SKILLS

Javascript, MySQL, JQuery, HTML, CSS, Reactjs, Nextjs, VSCode, Postman, MySQL, Sourcetree, Robo, Gitbash, CRM Salesforce, Microsoft Office Applications.
Additional Skills: New Client Acquisition, Diverse Team Leadership.

RELEVANT EXPERIENCE

Sr. Advisor, GoDaddy Social   *01/19-Present*
GoDaddy   Austin, TX
Sales Advisor of GoDaddy Social products and services. Delivering solution driven presentations to business partners in multiple verticals and sectors.
  Key Accomplishments:
- Sr. Sales Advisor of GoDaddy Social. Currently ranked in top 25% for all sales teams, producing a 50.2% hold rate and 38.9% close rate at an exemplary MSP, pacing 120% to goal.
- Built a prospect generating "Green Leads" application for calling non-GoDaddy Customers. The application utilized puppeteer to gather data from prospecting sites with headless chrome. Generating 300% efficiency from the previous inefficient strategy. Allowing sales representative increased dedicating selling time.
- Managed workflow pipeline from creation of self-sourced leads to "close of sale" in Salesforce.com. Utilized call customer call libraries, call coaching practices and one on one feedback from leadership for continued improvement in outbound sales techniques and strategies.
- Volunteer Champion with our Empower by GoDaddy, a social impact and philanthropic program that equips entrepreneurs in underserved communities with the training, tools, and resources that they need to be successful. Participant in BRIDGE *(Building Relationships in Diverse Group Environments)* 2020 Workshops. Ambassador for GoDaddy Fitness in Technology, helping keep GoDaddy employees fit both mentally and physically in their daily lives and routines.

ADDITIONAL EXPERIENCE

Digital Sales & Marketing Manager-Events
DCT MARKETING   Seattle/Remote

Operational Director of Sales & Marketing
WORLD MARKETING SOLUTIONS   Cancun, Mexico

PROJECTS

Code Stars Presents, NBA Live Scores | Github: https://github.com/RobyRan5/Final-Code-Stars- |
Deployed: https://riceandrew.github.io/codeStarsFinal/index.html
- As NBA fans, we created an application to grab live scores standings at a glance, without having to visit the busy espn.com's of the world.

- Responsible for gaining API access, building out our HTML pages and creating our live demonstration for presentation.
- Utilized the NBA API through RapidAPI, Materialize, server-side API, Moment.JS and JQuery.

Self-Source, Green Leads Application | Github: https://github.com/RobyRan5/GreenLeadsApp |
Deployed: Green Leads LogIn
- Currently working within a team at GoDaddy called the Green Leads Team. This team is specifically cold calling non-GoDaddy Customers. This team searches right now using a current workflow that takes about 1hr+ to generate 20 leads. The minimum requirement for each team member is to have 200+ leads per month. The top producer right now is averaging 1,200 self-sourced leads per month. Efficiency of 300% increase.
- Utilized Puppeteer, JSONWHOis and WhoAPI, REACT.JS, JQuery.

EDUCATION AND SKILLS

Full Stack Web Development Certificate: University of Texas at Austin, Austin, TX
The University of Texas at Austin- The Web Development Bootcamp is the first university-backed coding boot camp in Texas. Focuses on learning web developers technical programming skills in HTML5, CSS3, Javascript, JQuery, Firebase, MySQL, Bootstrap, MongoDB, Node, Express, and React.

Google Advanced Analytics Certification
Advanced Google Analytics walks through how data gets collected and processed into readable reports. Utilizing more advanced analysis techniques using segmentation, channel reports, audience reports, and custom reports, as well as marketing strategies like remarketing and Dynamic Remarketing that show ads to customers who have visited your website.

Google Analytics Individual Certification
The Analytics Individual Qualification is a demonstration of proficiency in Analytics that is available to any individual who has passed the Analytics IQ exam.

Completed GoDaddy Training Modules:
Introduction to Your CICD Pipeline; GoDaddy Agile Functions; Delivering the V in MVP; GoDaddy Tech Talks: SPAQ: Performance II: Even Faster; Do The Right Thing: Security Answers; Do The Right Thing: Data Protection; Enhancing Your Conversation Skills: Uncovering Needs; Enhancing Your Conversation Skills: Being Invested; SalesForce Training I-IV.

Current Readings:
Eloquent JavaScript; JavaScript the good parts; Mamba Mentality-KB.