ROBY RANGEL

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SUMMARY

Full Stack Web Engineer with a tenured background in Sales and Social Media Marketing. Proven consistent success in account management, operational processes and leadership within diverse teams. Passionate about technology and effective at combining creativity, logic and attention to detail for discovering solutions. Increasing knowledge base skill-set by completing a 24 week intensive course in Full Stack Web Development at The University of Texas at Austin with heavy emphasis on in-demand languages for web development, up to date browser based technologies, coding standards, databases (MySQL), MongoDB, RESTful API's, server side development, deployment, and quality assurances. Utilizing agile techniques; code, automate, package, orchestrate, configure, and verify.

TECHNICAL SKILLS

Languages: Javascript, MySQL, JQuery, HTML, CSS
Applications: VSCode, Postman, MySQL, MongoDB, GitBash

RELEVANT EXPERIENCE

Social Media Advisor-Sales   *2019-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:
- Currently ranked in top 30% for all sales teams, producing a 41.2% hold rate and 40.1% close rate at a MSP of $698, pacing 100% to goal.
- Built and managed my pipeline from self-sourced leads to close of sale in Salesforce.com. Utilized call customer library, 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   *2014-2018*
DCT MARKETING   Seattle/Remote

Operational Director of Sales & Marketing   *2009-2014*
WORLD MARKETING SOLUTIONS   Cancun, Mexico

Code Stars, Presents NBA Live Scores
https://github.com/RobyRan5/Final-Code-Stars-
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.
- For this project, I was directly involved with gaining our API access, building out our HTML pages and creating our live demonstration for presentation.
- We used the NBA API through RapidAPI, Materalize, server side API's, Moment.JS and JQuery.

Self-Source, Green Leads Application
https://github.com/RobyRan5/GreenLeadsApp
https://ComingSoon.html

- I currently work 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. Time and efficiency are huge bonuses as well as dedicating more hours to selling.
- For this project, I was the sole Full Stack Engineer and completed everything from start to finish.
- I used the API through Yelp, JSONWHOis and WhoAPI. REACT.JS and JQuery as well as Puppteer.

EDUCATION

University of Texas at Austin, Austin, TX
The Coding Boot Camp at The University of Texas at Austin is the first university-backed coding boot camp in Texas. The course focuses on teaching web developers technical programming skills in HTML5, CSS3, Javascript, JQuery, Bootstrap, Firebase, Node, MySQL, MongoDB, Express, and React.

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.

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.

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