

Colby Watson

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TECH SKILLS

C#/ASP.NET/MVC
JavaScript/jQuery/Angular
HTML5/CSS/Bootstrap
Web Services (WCF)
SOAP/RESTful APIs
Visual Studio
Dynamics CRM (2015,2011)
Resco CRM
SQL Server/SSIS
Salesforce/Wave
Informatica DIH/MDM

PROFESSIONAL SKILLS

CRM System Administration
JIRA Atlassian Tools
Web/Windows/App
Development
Layout/App Design
Agile/Scrum Methodologies
Data Analysis & Visualization
Data Integration/Interfacing
Technical Documentation

PERSONAL SKILLS

Communication
Analytical
Organizational
Self-motivation
Leadership
Agile
Teamwork
Creativity
Critical Thinking

EDUCATION & CERTIFICATIONS

BA, Computer Information
Systems Georgia State
University

Microsoft Certified
Professional (MCP)

ITIL Foundation Certification

Enterprising Technical Lead Application Developer with 17+ years experience developing web and mobile applications for high-volume CRM driven teams. Increased time to market for digital marketing material through a mobile e-detailing application. Developed a mobile sales tool to boost customer interaction data collection. Keen full stack developer with a knack for teamwork and working with people across capabilities.

- Frontend Developer
- Dynamics CRM
- Backend Developer
- IT Analyst

WORK EXPERIENCE

BOEHRINGER-INGELHEIM | 2007 - PRESENT

Technical Lead Application Developer (CRM/WEB)

- Designed and built a mobile sales application increasing real-time customer data awareness 90%.
- Customized mobile CRM phone application, doubling captured sales interactions.
- Designed & built a digital marketing mobile application capturing in-depth content driven analytics.
- Centralized data workstreams for MDM/ETL project of core customer solution.
- Implemented global rollout of CRM solution upgrade to 25+ countries.
- Served as the lead analyst for most viable project creation of Salesforce CRM solution.
- Developed MVC application facilitating all aspects of an event management system.
- Work closely with business stakeholders on CRM demand management, integration and escalation support.
- Designed and built web applications for goal capture, KPI reporting, and exception monitoring.

BRAVEPOINT CONSULTING | 2001 - 2007

Front & Backend Application Developer

- Project Lead/Business Analyst on several Web and Windows software applications.
- Designed and developed a new REALTOR® Association Member Management and Accounting system using segmented SDLC practices.
- Built backend systems of various ASP.NET/C# web applications.
- Served as Lead Designer and Usability expert on various software applications.