

## Colin McNatt

Denver, CO

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Portfolio: <https://colinmichael89.github.io/Portfolio/>

## Professional Summary

An aspiring full-stack developer with a strong foundation in computer science complemented by extensive experience in business management, marketing, and sales. Proficient in leveraging technology for business solutions, adept at leading teams, and passionate about leveraging coding skills to innovate and solve complex problems.

## Technical Skills

- **Languages:** JavaScript, Python, C++, TypeScript, SQL, NoSQL
- **Frontend:** HTML5, CSS3, React, Angular, jQuery, Bootstrap, Bulma, Tailwind CSS
- **Backend:** Node.js, Express, Apollo/GraphQL, Handlebars, Axios, MongoDB, MySQL, RESTful APIs
- **Development Tools:**
  - **Version Control:** Git, GitHub
  - **Communication:** Slack
  - **Data Formats:** JSON, AJAX
  - **Web Technologies:** PWA
  - **Frameworks/Architectures:** MERN Stack, MVC
- **Methodologies:** Agile development, Scrum, Kanban
- **Practices:** Source control, Issue tracking, Unit testing

## Education

### Bachelor of Computer Science

University of Colorado Boulder

Expected Completion 2025

### Certificate in Full Stack Web Development

University of Denver

December 2022

### Bachelor of Business Administration

University of Central Oklahoma

May 2015

## **Experience**

### **Owner/Operator – Commercial Cleaning**

Pristine Clean, Denver, CO

2017 – Present

- Founded Pristine Clean, orchestrating all facets of business development from inception, driving growth through innovative marketing strategies that included door-to-door sales, email marketing, cold calls, and direct mail initiatives.
- Steered customer relationship strategies, personally managing key accounts and fostering a culture of client-centric service to achieve high retention rates and foster client loyalty.
- Directed financial strategy and operations, utilizing QuickBooks to manage all financial aspects, including payroll, vendor relations, procurement, and financial reporting, ensuring robust financial health and scalability.
- Designed and launched the brand's online presence, building and managing the company website on Squarespace, which served as a primary platform for digital marketing and customer interaction.
- Led the HR and team development efforts, overseeing recruitment, training, and performance management, cultivating a team aligned with the company's high standards for service excellence.
- Strategically managed the company's social media portfolio, personally engaging on LinkedIn, Instagram, and Facebook to build brand identity, engage with the community, and attract new business.
- Crafted digital marketing campaigns, leveraging tools like Mailchimp and HubSpot to tailor content for maximum engagement, significantly boosting customer acquisition through targeted outreach.
- Implemented technology solutions for client and employee management, utilizing Swept App for efficient scheduling and client communication, enhancing operational efficiency.
- Authored detailed service proposals and estimates, ensuring each prospective client received a personalized, value-driven pitch that addressed their specific needs, positioning Pristine Clean as a premium service provider.

### **Marketing/Sales**

High Caliper Growing, Oklahoma City, OK

2015 – 2017

- Traveled nationwide to showcase company products at trade show, effectively expanding brand presence by engaging with a diverse range of potential clients and partners.
- Hosted educational events at garden centers to discuss product features and benefits, significantly enhancing customer understanding and interest in our products.
- Produced a variety of multimedia content, including promotional videos and social media posts, tailored for different platforms to boost marketing efforts and increase engagement with both current and prospective customers.
- Developed and published blog video content for the company website, which served to educate viewers, establish thought leadership, and drive traffic to our sales channels through organic search and social shares.