

Michael Boyd

michaeldavisboyd@gmail.com • (801) 361-6818 • michaelboyd.me

EXPERIENCE

CS Music - Digital Marketing Advisor

Aug 2015 – Sep 2016

- Created email and social media marketing campaign to list of 47,000, increasing online subscription renewals by 28%.
- Designed and implemented a 4-week series of webinars for current opera students
- Led 12 American University Professors around Beijing, helping translate while they recruited opera students.

Self-Employed – Website Manager

May 2015 - Current

- Developed websites for 8 small business clients using WordPress
- Produced eCommerce Shopify platforms for 2 online apparel companies, seamlessly integrating with Amazon API

BYU Entrepreneurship Club – Vice President of Technology

Aug 2016 - Current

- Organized team of students to create club website, manage email list, and run online marketing channels
- Planned multiple tech related club activities including business hackathon, landing page workshop

EDUCATION

Brigham Young University – Class of 2019

- B.S. Computer Science – 3.85 GPA
- Crocker Innovation Fellow
- Dean's List Scholar
- Chinese Minor

SOFTWARE SKILLS

- **Proficient in:** JavaScript, HTML5, CSS
- **Worked in:** SQL, C++, Git, React.js, VBA
- **Tools:** Tableau, GitHub, Adobe CS
- **Interests:** Web Dev, Data Analytics, VR/AR

PROJECTS/HACKATHONS

RGB Color Guessing Game

Nov 2016

- Designed a game to help web designers learn RGB colors from scratch using vanilla JS, HTML, and CSS
- After testing the game with multiple users, published it on personal website

Daily Success List

January 2016

- Built a web app for students to manage priorities using JavaScript, HTML, CSS, and MongoDB

HackTheU 2016

October 2016

- Built a landing page for photo tracking app, won second place at blind coding competition

LEADERSHIP/OTHER

LDS Church – Full-time Volunteer Religious Missionary

Jun 2013 - Jul 2015

- Averaged 70+ hour work week for 2 years teaching life skills in Mandarin Chinese
- Led groups of 12-35 missionaries by providing training to improve effectiveness, using quantitative goal-setting, and increasing team-member morale for 19 consecutive months.

Other

- 1st Place State Sterling Scholar – Foreign Language Division
- Energy Solutions Foundation Engineering Scholar