

MICHAEL BOTTONE

Digital Operations Specialist

Skills

- HTML5
 - JavaScript
 - React
 - CSS/Bootstrap
 - PHP
 - UX/UI Design
 - Project Management
 - Confluence/Wrike/Trello/Basecamp
 - Wordpress
 - Shopify
 - Git/Github
 - Responsive Web Design
 - AWS
 - Cloudflare
 - SEO
 - Linux/Unix CLI
 - GTM/UA/GA4
 - Software Integrations
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Work Experience

2019 - Present
Physique 57

Developer & Digital Operations Manager

- Oversee web development, SEO, UX/UI, and build integrations with third party SaaS partners.
- Setup and manage AWS servers and databases.
- Operate email marketing platform.
- Manage relationships with SaaS partners including OTT platform and LMS.
- Manage technical aspects of multiple product verticals.

2018 - 2020
Self

Freelance Digital Consultant

- Built, customized, and maintained Shopify and WooCommerce stores.
- Shot, edited, and delivered video assets.
- Consulted on technical solutions for businesses.
- Built onboarding email flows, retention flows, and sales funnels.

2018 - 2019
Wythe Hotel

Floor Manager

- Oversaw entire restaurant on shift.
- Trained front-of-house staff on food and beverage updates and best practices.
- Ensured timely service and customer satisfaction.
- Performed wine and liquor inventory.
- Coached staff on corrective action plans as necessary.

2015 - 2018
The Rookery

General Manager

- Oversaw all day-to-day operations including product ordering, payroll, staffing, and menu updates.
 - Calculated P&L's, staffing forecasting, and CoGs
 - Planned, priced, and staffed private events, including developing custom food & beverage menus.
 - Managed all licenses, permits, inspections, contractors, and repairs.
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Education

2022
General Assembly

JavaScript/React Bootcamp

2009-2010
City College of SF

EMT-B Certification

2003-2005
Pittsburgh Technical Inst.

Network Administration/Sys Admin