MICHAEL BOTTONE
Digital Operations Specialist

Skills

- HTML5
- JavaScript
- CSS/Bootstrap
- PHP
- UX/UI Design
- GTM/UA/GA4

- Project Management
- Confluence/Wrike/Trello/Basecamp
- Wordpress
- Shopify
- Git/Github
- Responsive Web Design

- AWS
- Cloudflare
- SEO
- Linux/Unix CLI
- Email Marketing
- Software Integrations

Work Experience

2019 - Present
Physique 57

Digital Operation 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.

Education

2009-2010
City College of SF

EMT-B Certification

2003-2005
Pittsburgh Technical Inst.

Network Administration/Sys Admin