

MICHAEL KNOWLTON

Full-Stack Web Developer

CONTACT

770 - 843 - 4662 

mknowlton89@gmail.com 

Atlanta, Georgia 

OVERVIEW

Full-stack web developer with an expertise in SaaS products. Prior to becoming a developer, I was a product manager of a growth-team, focused on improving a new user's on-boarding.

SKILLS / PROFICIENCY

HTML

CSS

Javascript

NodeJS

Python

SQL

Agile/Scrum Methodology

JIRA/Confluence

EDUCATION

GEORGIA TECH

Full-Stack Coding Bootcamp

June 2021

HARVARD UNIVERSITY

CS50 - Intro to Computer Science

June 2021

KENNESAW STATE UNIVERSITY

Bachelor's Degree in Marketing

Dec 2012

WORK EXPERIENCE

Product Manager | July 2019 - September 2020

SHOOTPROOF | Atlanta, Georgia

- Lead a growth focused scrum team, focused on increasing the free trial to paid conversion rate. Increased the average trial conversion rate by 41% YoY as of August 2020.
- Developed a revised onboarding flow that consisted of refactoring our user dashboard into React, reducing friction and increasing activation.

Senior Digital Marketing Manager | Dec 2019 - Present

SHOOTPROOF | Atlanta, Georgia

- Devised a new trial tracking methodology in partnership with our engineering team that lead to a 52% YoY increase in paid ad conversion rates.
- Measured and reported on the performance of all digital marketing campaigns, focused on cost-per-acquisition, conversion rates, and annual churn.
- Managed a \$2M+ marketing budget, allocated across Google Ads and Facebook Ads which accounted for 1/3 of total signups.
- Responsible for overseeing and implementing marketing site A/B tests that evaluated layout, copy, colors, CTAs, and more.
- Collaborated with in-house designers to build and implement a series of landing pages with that increased time-on page and on-page conversion rates.

Digital Marketing Manager | Jan 2016 - Dec 2019

SHOOTPROOF | Atlanta, Georgia

- Created company's first signup growth forecast model that has since lead to a YOY signup growth of 86% overall, and 240% YOY signup growth for Facebook Ads.
- Developed and produced a 60-second explainer video in-house for a total investment of \$125 which was responsible for 21% of overall signups in Q1 of 2017.
- Developed overall content marketing and email marketing strategies that grew blog traffic from 92K in 2015 to 511K in 2017.

Director of Media and Data | Jul 2013 - Dec 2014

ROSS MEDIA | Woodstock, Georgia

- Responsible building highly targeted, in-market audiences using clients' internal databases, as well as conquested data for use in direct mailing campaigns for 10 auto manufacturers to drive overall vehicle sales.
- Planned and purchased traditional media space for 10+ tier 2 and tier 3 automotive groups based on buyer personas and market trends.