MICHAEL KNOWLTON

Full-Stack Web Developer

CONTACT

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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

React
HTML/CSS
Javascript
Node/Express
MongoDB/MySQL
JIRA
Agile/Scrum Methodology
Git

EDUCATION

GEORGIA TECH

Full-Stack Coding Bootcamp
Mar - Jun 2021

HARVARD UNIVERSITY

CS50 - Intro to Computer Science
Jan 2021

KENNESAW STATE UNIVERSITY

Bachelor's Degree in Marketing
Dec 2012

WORK EXPERIENCE

Software Engineer | May 2021 - Present
FOREGROUND | Atlanta, Georgia

- Developing software for a photography SaaS application with PHP and MySQL.
- Utilizing modern object oriented programing techniques and agile programming methodologies.
- Assisting my scrum team across various scrum ceremonies including building requirements, refining tickets, and scoping sprints.

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.
- Lead the team as our scrum master, throughout our various ceremonies such as planning, refining, and tracking our sprints.

Senior Digital Marketing Manager | Dec 2019 - March 2021
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.
- Created the 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.