

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 I | May 2021 - Present

FOREGROUND | Atlanta, Georgia

- Developing software for both a photography SaaS application and a photography eCommerce platform in React and PHP.
- Refactor legacy code into React, while utilizing React's built-in hooks, TypeScript, Material UI, and more.
- Consistently updating and creating new endpoints for our public and private RESTful APIs.
- Participate in and lead various scrum ceremonies including planning, refinement, daily standups, and retro.

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.
- Collaborated with in-house designers to build and implement a series of landing pages 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.

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.

Digital Marketing Manager | January 2016 - December 2019

SHOOTPROOF | Atlanta, Georgia

Loyalty Builder (Customer Support) | December 2014 - December 2015

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