

Michael Romrell

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Work Experience

Boostability: Business Development

2010–2014 American Fork, UT

Product Development Manager

- Hired and directly managed a team of Developers, Designers, Writers, QA and Process Managers
- Developed the product & designed the complete process for our Custom Website product.
- Created training material for go to market team, then launched it to 3,000 nationwide sales reps
- Reduced fulfillment cost by 76% through process refinement
- Reduced client and partner escalations by 82% by creating & implementing strict QA guidelines
- Sped up product fulfillment from 135 days to 39 by refining the processes and trainings
- Designed & implemented an automated workflow for detailed product reports & consistency

Sr. Partner Manager

- Redesigned processes for partner integration and decreased average time to launch by 2 weeks
- Tripled partner revenue in 9 months by finding & executing on new opportunities & efficiencies
- Developed and grew strategic SEO partnerships with Fortune 500, and Inc 5000 companies
- Centralized partner information for all departments resulting in decreased operational mistakes
- Optimized products together with partners to improve sales and client retention
- Managed partner expectations, needs & concerns, to maintain happy, productive relationships
- Travelled to conduct SEO sales trainings for partners, increasing their sales volume by 243%
- Advised Partners on changes to leads that improved conversions, sales and average revenue

Heritage Web Solutions: Technical Consultant / Web Designer

2008-2009

Provo, UT

- Received the highest customer satisfaction rating while on a team of 25 people
- Fixed faulty web programming in 5-10 minutes; while the department average was 2 weeks
- Improved customer retention, by acting as a change agent to improve company culture

Prosper Inc: Sales Representative / Orientation advisor

2006-2008

Provo, UT

- Sold 43% more than the average sales representative each week
- Improved overall sales of my team by infusing a high level of energy
- Earned the highest customer retention rate of any orientation advisor

Entrepreneur Experience

Runaway Bids Inc: Owner/Founder

2009- 2010

Orem, UT

- Oversaw product development, strategy planning and implementation
- Saved 81% on development cost by locating, hiring and successfully managing a team in Nepal
- Wrote award winning business plan: Winner of UVU Opportunity Quest 2009, Top 30 UEC 2009
- Motivated team members with poor performance to work 50-70% more efficiently

Nut Works Web Design Studios: Owner/Founder

2008- 2009

Provo, UT

- Designed Content Management Systems that reduced client support issues by over 60%
- Completed more robust websites 5x faster than the average web design company
- Recruited and managed top developers which improved the overall efficiency and profits

Education

Utah Valley University: *Bachelors in Business Management* *2012 Graduated* Orem, UT
Course highlights: Managerial & Financial Accounting, Advanced Leadership and Management, **Utah**

Coding Campus: *Enterprise App Development* *Graduating March 2014* Provo, UT
Course highlights: Python, Django, NodeJS, Javascript, AngularJS, Mongo, Express, Passport, Git

Additional Info

- Solid understanding of HTML, CSS, MySQL, Javascript, AngularJS, Git, Jade...
- Working knowledge with Python, Django, NodeJS, Mongo, Express, Passport...
- Passionate about learning new things
- Fluent in Spanish, website design and development, online marketing & conversion optimization
- Excels at strategic operations planning and process implementation
- Extremely good at managing a team, influencing others & diffusing difficult situations
- *Personal Information:* Snowboarding speedster, motorcycle marathoner and outdoor enthusiast