**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