MICHAEL A. ROJAS

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Web Development ✦ *Digital Marketing* ✦ *Project Coordination*

Accomplished Sales & Marketing Professional Seeking to leverage extensive background Information Technology Sales, Online Marketing, and Personal relations in a professional web development position. Extremely motivated for career change goal and eager to contribute to a company's Development team.

CORE COMPETENCIES

Ruby	Ruby on Rails	Online Marketing
JavaScript/jQuery	GitHub	Project Coordination
HTML 5 / CSS	Google Adwords	jQuery & Bootstrap
SEO & SEM	Postgresql/MySQL	MVC & TDD

EDUCATION

IronHack, Miami, FL: 2016

IronHack is a Full-stack 450+ Hour/9-week Web Development/Programing Bootcamp with a focus on Ruby on Rails. Course materials also include the fundamentals of HTML, CSS, JavaScript, jQuery, Git, Test Driven Development, and Sinatra.
Medium Proficiency: JavaScript, HTML, CSS
Beginner Proficiency: Ruby, Ruby on Rails, MySQL, jQuery, Heroku

Florida International University, Miami, FL: 2012
Bachelor of Business Administration

PROFESSIONAL EXPERIENCE

Data Corporation ✦ Pembroke Pines, FL ✦ 2007 – Present
Director of Sales

- Develop and implement innovative strategic marketing plans which have greatly increased sales by 30%.
- Developed online marketing campaigns with large manufactures such as Cisco and Hitachi Data Systems which resulted in $500,000 in net new business.
- Developed and managed email marketing campaign to increase managed services opportunities by 100% and resulting in $25,000 of net new MRR.
- Develop productive, long-term professional relationships into key accounts and strategic partners which increase customer retention by 20%.
- Improved methods to manage current key customer accounts and consistently earn "trusted advisor" relationship.
- Successfully manage inside and outside sales team in order to consistently generate, maintain, and exceed team sales quota by a 25% margin.
- Leverage consultative sales strengths to identify opportunities, nurture relationships and close deals.
- Collaborated with service departments to create procedures to increase customer service and improve customer retention by 30% in 1 year.

Blackfin Marine International ✦ Opa-Locka, FL ✦ 2005 - 2007
Executive Vice President

- Generated a record $1.2M in annual sales through dealers and local sales efforts.
- Recruited and develop distributors throughout the United States and increase product market sales by 50%.
- Planned and executed product presentations at major boat shows throughout the United States, gaining numerous referrals and expanding potential markets.
- Implemented a highly effective Internet marketing and email plan to increase incoming boat buyers by 20%
- Successfully planned and executed a "roadmap" to increase service options, maximize operational excellence, and reverse negative variance in sales.

Telecom Logix, Inc. ✦ Miami, FL ✦ 2003 - 2005
Customer Relations Manager

- Promoted to Customer Relations Manager within 6 months of employment due to outstanding performance across all available metrics.
- Exceeded all expectations, raised telephone equipment sales by 400% per month through improved service methodologies.
- Generated a record number of leads by cold calling local businesses, profiling clients, and effectively presenting marketing/advertising through superior product knowledge.
- Networked extensively with clients to build successful business-to-business relationships and negotiate terms, close sales, and secure tough contracts.
- Collaborated with peers on multiple, complex projects to exceed all expectations and deliver projects on time.

ADDITIONAL CREDENTIALS

LANGUAGES	Fluent in English, Spanish
HONORS & AWARDS	▪ Employee of the Year – DATACORP 2013
PROFESSIONAL DEVELOPMENT	▪ Bing Ads Accredited Professional: 2015 ▪ Google Ad Words Certified: 2015 ▪ VMware Sales Professional: 2011 ▪ Cisco Sales Expert Certified v6- CSE6: 2014 ▪ Citrix Certified Sales Professional: 2011 ▪ Hitachi Data Systems Sales Certified: 2015

Detailed Professional References Available Upon Request

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