

Benjamin Micol

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SUMMARY

Web developer with years of experience building and marketing websites for local businesses. Passionate about technology and adding value through design. Seeking to bring that passion to a full-time role.

SKILLS

Front End: HTML5, CSS3, Javascript(ES6+), SASS, Bootstrap

Back End: Ruby, Rails, Linux, PostgreSQL, Wordpress, Joomla

Tools: Adobe Illustrator, Google Analytics, Git, CLI/Bash

PROJECTS

Documint

github.com/benmicol/documint · July 2015

- Software-as-a-service application that provides cloud based documentation management for businesses and organizations.
- Gained experience with databases, user authentication, payment handling, and the model/view/controller framework.
- Built with Ruby on Rails, Bootstrap, and SASS.

Guild Wars Hub

guildwarshub.com · July 2016

- Built a video game reference website which generated over 1.3 million page views.
- Gained experience with content marketing, Google Ads, SEO, Wordpress and PHP.

IMDB Movie Guesser

<https://github.com/benmicol/imdb-guesser> · August 2020

- Created a game where users are presented with popular films and TV shows and must guess the correct IMDB rating.
- Gained experience with Javascript, external APIs, DOM and responsive design.

PROFESSIONAL EXPERIENCE

Freelance Web Developer

Self-Employed

August 2011 – Present, Durham, NC

- Consult with business owners to implement, oversee, and administer company websites.
- Grow website traffic using content marketing and organic search engine optimization.
- Implement content management systems (CMS) to meet client specifications and provide desired customer experience.
- Develop custom feature integrations while ensuring maintainability.

Sales Development Representative

ArchiveSocial

February 2020 – August 2020, Durham, NC

- Engaged prospective clients via phone, email, and other channels.
- Generated qualified opportunities across Government, Law Enforcement and Education verticals.

Sales Floor Supervisor

Lowe's Companies Inc.

May 2018 – February 2020, Durham, NC

- Trained and developed team members on sales techniques, best practices and customer experience.
- Collaborated with management team to develop plans to meet sales goals and metrics.

Founder/Manager

Ecommerce Innovations, LLC

June 2015 – May 2018, Durham, NC

- Designed and built custom ecommerce storefronts integrating inventory management, sales, and analytics.
- Performed extensive market research and business planning while cultivating relationships with national suppliers.
- Executed digital ad campaigns and social media marketing strategies.

IT Intern

Orange County Public Schools

June 2011 – August 2011, Hillsborough, NC

- Implemented Linux imaging servers supporting IT infrastructure for the entire school system.
- Created documentation outlining new procedures and best practices for implementing diagnostic software.

EDUCATION

Bachelors of Science in Business Administration - Business Management / Entrepreneurship

Minor in Supply Chain Management · Appalachian State University · Boone, NC · 2015 · 3.53