

Michael Borgelt

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SUMMARY OF QUALIFICATIONS

- Information Technology
- Internet Marketing
- Web Development
- Database Server Administration
- Business Owner
- Strategic Thinker
- Operational Management
- Competitive Research
- Strong Work Ethic
- Honesty & Integrity
- Teamwork
- Analytical & Detail Oriented

SUMMARY OF TECHNICAL SKILLS

- Search Engine Optimization
- Paid Search
- Social Media
- Local Search
- Web Development
- Web Analytics
- Email Marketing
- PHP
- ASP
- HTML
- SQL, MySQL

SKILLS

Management

- Mentor and manage team members of product development team to provide effective processes and strategies for clients
- Manage relationships with internal stakeholder and business owners regarding strategy, daily inquiries and reporting
- Deliver high value results on time and with minimal supervision over multiple projects
- Manage design, implementation and maintenance of enterprise-quality database backend
- Develop, implement, and manage custom operational systems for internal use and client reporting

Communications

- Strategic thinker in regards to client seasonal trends and input on individual businesses.
- Lead internal and client training on new trending topics - custom CRM, Google features, etc.
- Initiate and invest in client relationships through effective oral and written communications.
- Direct communication with clients

Technical

- 10 years of website development leadership and experience in multiple languages
- Create and maintain database platforms for enterprise websites and company CRMs
- Utilize web analytics to assist client in development of strategy and leverage trending analysis to increase traffic and conversions
- Assisted over 100 clients in gaining visibility on search engines; have earned first page rankings for every client

WORK EXPERIENCE

Entrepreneur, 51 Blocks, Denver CO, Portland OR, Seattle WA – 2009 – Present

- Provide internet marketing consulting services which include all online elements; SEO, PPC, Social Media, Online PR
- Communicate with clients and helped determine the strategy and executed the tactics necessary to drive traffic to web sites with the ultimate goal of delivering a positive ROI via conversions, leads, and sales
- Manage all aspects of day to day business operations
- Acts as expert for small business clients in all issues relating to marketing and technical
- Research and identify competitive landscape

Co-Owner, Volume 9 Inc, Denver CO - 2006 – 2009

- Worked with partner to define strategic direction for marketing, products and additional revenue streams
- Managed team of internet marketers who provided successful solutions to client problems
- Lead internal and client training on new trending topics - custom CRM, Google features, etc.
- Established internet marketing processes for delivery to clients
- Determined the strategy and executed the tactics necessary to drive traffic to web sites with the ultimate goal of delivering a positive ROI via conversions, leads, and sales
- Led efforts to develop in-house tools to automate and streamline SEO-related activities to increase profitability while providing more value to clients and account managers

Internet Marketer, Web Developer & Database Administrator, LION Inc, Denver CO – 2000 – 2006

- Promoted from entry level web developer to webmaster to database administrator to Internet Marketer in 5 years
- Provided strategic direction on branding and web design for Mortgage101 portal
- Implemented and managed web content for Mortgage101 family of websites

Technical Liaison, Dakota County Government Center, Hastings MN – 1998 – 2000

EDUCATION

B.A., Quantitative Methods Computer Science, May 2000

University of St. Thomas, St. Paul, MN

Student Athlete: 4 Year Letter Winner – Basketball

Student Worker: 10 hours a week

ACTIVITIES

NBA Official – Fall 2009

NCAA Division I Basketball Official – 2006 – 2010

Special Olympics Volunteer - 2006 – 2010

Leadership Golden - 2008 - 2009