

# Michael Rodriguez

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## WORK EXPERIENCE

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### Intelligent Revenue Solutions

July 2019 – Present

*Business Analyst*

*Miami, FL*

- Utilize Agile Software Development Cycle (SDLC) within Jira to streamline the process by use of sprints and verify everything is done correctly and efficiently to deliver a software solution for end users.
- Analyze and investigate reported product complaints and issues to determine if it is a potential adverse effect complaint, or a product technical complaint, and ensure closure in accordance within company guidelines.
- Perform functional and regression testing on all internally developed software to certify them for production implementation and implementation within the organization.
- Capture, translate, document, and communicate business user requirements that are comprehensible to the executive board, IT department, non-technical users, and end-users.
- Serve as the single point of contact between the client and the testing team for all questions regarding application functionality and end to end process flows.
- Examine software processes and develop sequence diagrams and flow diagrams as necessary using Microsoft Visio to present documented information and ideas to stakeholders.

### StarStarDentist

June 2016 – June 2018

*Marketing Manager*

*Plantation, FL*

- Created a prospecting process consisting of cold calling, cold visiting, and emails to potential clients to be used by the Sales department to streamline their Sales Process.
- Assisted the Sales department by consulting potential clients to educate them on the benefits of digital marketing for the bottomline of their practice, and aid in the conversion of that lead into a client.
- Developed and oversaw the implementation of digital marketing strategies for over 60 locations consisting of Social Media Ads, Google Adwords, Email Marketing, SEO, and Website development.
- Analyzed marketing campaigns weekly and created data reports that measured metrics such as total clicks on ads, average cost per click (CPC), and conversion rate to ensure client campaigns are properly optimized.
- Generated and delivered sales and marketing reports measuring various key performance indicators (KPIs) such as profit margins for the CEO and Sales Manager weekly to assess return on investment (ROI) goals.

### Enchanting Dentistry

May 2015 – June 2016

*Marketing Manager*

*Plantation, FL*

- Assessed data reports to optimize ROI of marketing strategies such as Print, Social Media & Google Ads.
- Improved CRM systems & follow-up procedure for the staff increased appointment retention by 40%.
- Work with website developers to improve website design and functionality, resulting in a 20% increase in conversion rate.

## EDUCATION

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### Florida International University

May, 2016

*Bachelor of Business Administration, Marketing & International Business*

*Miami, FL*

- Dean's List: January 2013- August 2016

## LANGUAGES & SKILLS

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- **Languages:** Bilingual; Native fluency in English, Business Fluent in Spanish
- **Skills:** Agile & Waterfall Methodology, QA Testing, Jira, Salesforce, Microsoft Office Suite (Excel, Word, Powerpoint, Visio), Google Analytics, Google Adwords, Hubspot, Wordpress, Social Media Ads, SEO, Website Optimization, Relationship-based selling, Strong communication skills, IT Support, Project Management