Michael DePetrillo

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EXPERIENCED SOFTWARE ENGINEER

Enthusiastic Software engineer with 20 years of experience in development of robust and cross-platform websites and mobile applications. Competent in team supervision and budget management. Solid experience in Digital Marketing and producing extremely high conversion rates. Strong background in process automation and DevOps. Academically founded in Television, Film and New Media with core competencies in:

Programming	Business Development	Digital Marketing
Mobile Development	Blockchain / Smart Contracts	Project Management
Automation	Agile Methodology	SEO
Analytics	Conceptualization	Unity Game Development

PROFESSIONAL EXPERIENCE

SOFTWARE ENGINEER, *Gigster Inc,* San Diego, CA   2015 – 2017
Operative position within core team with emphasis on creating software solutions to increase business efficiency.

- #1 code contributor with 213,323 lines of code.
- Created new payment method that enabled clients to quickly pay with Stripe, PayPal or ACH.
- Decreased loading time by more than 500% by refactoring monolithic angular system into smaller modularized apps.
- Led migration from Node/Mongo/Angular/Heroku to ES6/Postgres/React/Docker system as 2nd most code contribution within a team of 20.

CTO, *Smart Payment Plan,* San Diego, CA   2008 – 2013
Executive role focused on implementing and developing software systems to help automate business activities and help increase sales. Almost solely enabled rapid company growth (100k customers, $2B in loan payments).

- Coordinated 2 staff members: software engineer and designer.
- Managed annual IT budget worth $140K.
- Helped automation and company's rapid growth by creating and developing software solutions including website, CRM, payment processing, commissions, sales and marketing systems.
- Helped sales and customer support managers to increase number of closed deals faster by developing and implementing new technology solutions.
- Created an algorithm that enabled financial forecast and helped provide assurance to the company's affiliate network.

PARTNER/SOFTWARE ENGINEER, *Stonebridge Auto Loans,* San Diego, CA   2006 – 2015
Partner function within lead generation business in automotive finance industry oriented on creating new software solutions to help increase conversion rate.

- Increased conversion rate to extremely high 39%
- Generated 20K+ leads per month with new technology.
- Produced highly qualified leads with lead-to-sales ratio of 90%.

SOFTWARE ENGINEER, *Search Optics,* San Diego, CA   2006 – 2008
Operative position focused on creating and developing CRM solutions to help clients track and monitor various analytics and generate real time performance.

- Developed CRM to track and report on results of client's marketing campaign, combining data from platforms such as Google Analytics, Yahoo, Microsoft, and Callsource.
- Enabled clients to monitor and generate real time performance reports via website.
- Designed a proxy system that provided high level of analytics, by tracking submission forms, phone calls and emails.

FREELANCE SOFTWARE ENGINEER, *Michael DePetrillo,* San Diego, CA   1998 – 2015
Freelance work focused on projects such as CampsitePhotos.com, 100Split.com and Hyside.com.

EDUCATION

- **B.Sc. in Television, Film and New Media,** *San Diego State University*

TECHNICAL SKILLS

- Extensive knowledge of Agile Methodology, Analytics, Automation, AWS, Blockchain / Smart Contracts, Business Development, CSS, DevOps, Docker, ES6, Git, Google Cloud, GSuite, HTML, Javascript, JIRA, Kubernetes, Linux, Mobile Development, MongoDb, MySQL, Network Architecture, Node js, PHP, Postgres, Project Management, React, Search Engine Optimization, Solving Problems, Unit/Integration Testing, Unity Game Development, and UX/UI Design.
- Experienced with Advertising, Copywriting, Digital Marketing, Growth Hacking, Adwords, Bing and Facebooks Ads.
- Payment Infrastructure; Integration with ACH, Authorize.net, Forte Payment Systems, NACHA, PayPal, and Stripe.
- Working with API's and SDK's from AWS, eBay, Facebook, Google, Microsoft, Salesforce, Twitter, Wordpress, YouTube, etc.
- Extracting and pushing data to and from Dealer Management Systems from ADP, Arkona, AutoMate, and Reynolds & Reynolds.