

Michael DePetrillo

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Objective

I am looking to lead the creation of new technology products and services. I would love to create games, or build tools for Bitcoin, but most importantly it should improve the quality of life of others.

Summary

I've loved to play with technology for as long as I can remember. In 1998, at the age of 14, I taught myself PHP and MySQL and built an online RPG game. I sold it the next summer so I could focus on creating another game. I was passionate about technology and quickly found work as a contractor to various tech businesses. For the last 17 years, I've been lucky enough to do what I love and have no plans to ever stop.

I've been involved with 3 successful startups in automotive marketing and finance.

As a contracting CTO for a FinTech startup, I created the entire technology platform growing the company to over 100,000 customers and processing 2 billion dollars in transactions.

At a lead generation startup, I created the website and back-end that helped the company grow to generate and sell 20,000 leads per month.

I'm a programmer at heart, but I also love to strategize and maximize the growth of technology startups.

Skills

- Conceptualization and creation of robust, scalable and cross-platform website and mobile applications.
- Working with API's and SDK's from Google, Yahoo, Microsoft, Salesforce, Wordpress, YouTube, Amazon, eBay, PayPal, Authorize.net, Facebook, Twitter and many many more.
- Extracting and pushing data to and from Dealer Management Systems from ADP, Reynolds & Reynolds, Arkona and AutoMate.
- Extensive knowledge of Business Development, Solving Problems, Project Management, Agile, Jira, DevOps, MongoDB, Automation, Analytics, Javascript, Node.js, PHP, MySQL, UX/UI Design, Mobile App Development, Docker, Digital Marketing, Copywriting, Growth Hacking, Search Engine Optimization, HTML, CSS, Linux, Git, Network Architecture, Testing, Adwords, Google Apps, Amazon Web Services and Facebook Ads.

Experience

CTO, Smart Payment Plan

San Diego, California — 2008-2013

I joined Smart Payment Plan in 2008 when they had less than 1,000 customers and no proprietary technology. I proceeded to architect and engineer a new technology platform that helped them become their **market leader** today. This included a website, CRM, payment processing technology, commissions, sales and marketing systems that helped grow the company by over **100,000 customers** and process over **2 billion dollars** in loan payments.

I reported directly to the CEO and was responsible for collaborating across departments to assess and recommend technology, and the execution of our business mission through the development and deployment of technology. I also directed development and execution of an enterprise-wide information security plan that protected the confidentiality, integrity, and availability of the company's data and servers.

Accomplishments

- Grew company by over 100,000 customers in 5 years.
- Technology responsible for processing 2 billion dollars in loan payments.
- No network breaches or customer data compromised.

Partner / Developer, Stonebridge Auto Loans

San Diego, California — 2006-2015

Stonebridge Auto Loans is a lead generation business in the automotive finance industry. I've been involved with Stonebridge Auto Loans for over 10 years and created their website and backend technology which allowed them to grow from generating 0 to **30,000 leads per month**. Stonebridge sells to the industry's largest buyers and is known for the highest quality automotive leads.

Accomplishments

- Grow from generating 0 to 30,000 leads per month.
- Reputation for the highest quality leads in the industry.
- Buyers report we have the highest percentage of leads that convert to an auto purchase.

Senior Web Developer, Search Optics

San Diego, California — 2006-2012

Search Optics came to me as a small digital marketing business, with three employees, that served a handful of auto dealerships. They were smart marketers but had little technology to help automate, expedite and scale their digital marketing services. Today, Search Optics serves hundreds of dealerships and has over 50 employees in 3 locations across the United States.

Accomplishments

- Created CRM to monitor and report on client campaigns across multiple services, interacting with APIs from Google Analytics, Yahoo, Microsoft and Callsource.
- Created website so clients could monitor and generate performance

reports.

- Designed and developed a proxy system that provided advanced analytics capabilities that allowed them to track form submissions, phone calls and emails, and provide a higher level of tracking than any of their competitors.

Freelance Developer / Consultant, Michael DePetrillo

San Diego, California — 1998-2015

I love to help people turn their dreams into reality. Over the past 17 years I've been lucky enough to lead the development of hundreds of websites and applications.

Recent Favorite Projects

- NoelleLeone.com
- CampsitePhotos.com
- 100Split.com
- BroadcastDesign.com
- Hyside.com
- 15MinutesNow.com

Education

San Diego State University

Television, Film and New Media B.S. — 2002-2007

References

Available upon request.