

Michael F. Roedel, Jr.

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DEVELOPER & DESIGNER

Skilled computer programmer with an expertise in creative development and design. Possesses an understanding of object-oriented and functional programming with an emphasis on mobile (iOS & Android) and web-based (HTML, CSS, RoR, JS) products. Applies strong artistic and creative talents to envision products from concept, through user experience and interface design, to development, testing and launch.

WORK EXPERIENCE

Children's Services Council of Palm Beach County ♦ Boynton Beach, FL ♦ 2008 – Present

Independent special district established by voters to provide leadership, funding, services and research on behalf of Palm Beach County's children so they grow up healthy, safe and strong.

Digital Communications Manager/Creative Director, Visual

- ♦ Developed campaign concept and creatives for numerous multimillion-dollar public awareness campaigns, including parenting campaign (launching Summer 2016).
 - Created requirements and wrote Request for Proposals (RFPs) for both development of website and mobile app
 - Responsible for oversight of vendors, timelines, budget and milestones
- ♦ Worked with safety experts to design and program child safety app for iPhones that shows local parents where to find swim lessons, bike helmet check sites and car seat install locations
- ♦ Managing project with Leadership Palm Beach County to bring Little Free Libraries to local neighborhoods to encourage reading and community engagement. Project role includes design and development of a location-based app to allow users to locate nearest Little Free Library
- ♦ Directed the redesign of organization's website, www.cscpbcc.org, managing vendors and staff to assist in transforming one large site into four micro-sites for better targeting and navigation – new design resulted in a 50% reduction in bounce rates
- ♦ Created new identity for organization and developed brand manual to ensure consistency throughout all organizational communications, publications and creative materials
- ♦ Produced original animations to illustrate the work of Children's Services Council to the general public, simplifying complexities around how the organization works. In-house development saved more than \$10,000
- ♦ Oversee advertising strategies through use of Google analytics and Facebook insights to reach new audiences and grow organizational awareness. Current strategies have resulted in a 300% increase of Facebook fan base

Chamber of Commerce of the Palm Beaches ♦ West Palm Beach, FL ♦ 2006 – 2008

Local advocacy group that fosters a positive business environment for Palm Beach County.

Communications Coordinator

- ♦ Facilitated the redevelopment of the Chamber's website, <http://palmbeaches.org>, creating an easier to use menu structure and more pleasing, modern design
- ♦ Produced, in coordination with *Palm Beach Post* newspaper, a monthly 20-page insert titled *Business Watch*, featuring articles from Chamber staff, area leaders, and current events (circulation 40,000 homes)
- ♦ Increased membership through use of e-communications, weekly Chamber e-newsletters, event flyers, special promotions, brochures and advertisements

Biogalaxy, Inc. ♦ Toronto, ON ♦ 2003 – 2006

Upstart cosmetic company focused on developing skin care products inspired by scientific research.

Graphic Designer/Website Developer

- ♦ Created all marketing materials including product packaging (labels and boxes), a website, brochures, logos and advertisements
- ♦ Conducted and analyzed market research to determine the best positioning strategies for several product lines

Iovate Health Sciences International, Inc. ♦ Toronto, ON ♦ 2004 – 2006

Supplement company committed to helping people reach their health-related goals by producing quality nutritional and weight management products.

Technical Writer

- ♦ Developed and organized product licensing applications for the Canadian government to allow for the sale of products in the US market
- ♦ Edited marketing materials and label claims to ensure U.S. Federal Trade Commission compliance with scientific research studies
- ♦ Created internal advertisements for product taste tests, resulting in a 25% increase in attendance

EDUCATION

Master of Science in Computer Information Systems, May 2015. GPA: 3.87

Graduate School of Computer and Information Sciences, Nova Southeastern University

Bachelor of Science in Telecommunication, May 2004

College of Journalism, University of Florida

HONORS & AWARDS

Regional Addy Award (Florida & Caribbean) - Integrated Campaign - Public Service Category, 2014

American Advertising Federation

1st place - PR Daily's Nonprofit PR Awards in the Best Branding/Re-branding category, 2013

PR Daily

Inducted into Upsilon Pi Epsilon (UPE) Computer Honor Society, 2013

Nova Southeastern University

1st place Savvy Award Recipient, 2009

National City County Communications and Marketing Association

ADDITIONAL EXPERIENCE

Master Certified Internet Web Professional Designer

Lean Six Sigma Green Belt Certified

LANGUAGES & TECHNOLOGIES

Java ♦ Swift ♦ Objective-C ♦ Ruby ♦ Ruby on Rails ♦ SQL ♦ JavaScript ♦ HTML ♦ CSS ♦ XCode ♦ Eclipse ♦ RubyMine ♦ Adobe Creative Suite (Illustrator, Photoshop, InDesign, Premiere, After Effects, Dreamweaver, Flash) ♦ Final Cut