www.michaelcavallo.com

(910) – 524 - 0056

mikecavallo@gmail.com

MICHAEL CAVALLO

Web Developer | Programmer | E-Commerce Specialist

Dynamic technology entrepreneur with over 20 years of experience specializing in web development, programming, and business automation. Proven track record of scaling operations from concept to six-figure revenue. Expert in developing custom web solutions, implementing IDX integrations, and optimizing SEO strategies that drive measurable results. Adept at leveraging AI technologies to create efficient business workflows and automated processes. Seeking to apply technical expertise and entrepreneurial mindset to drive innovation in a forward-thinking technology organization.

CONTACT

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EMAIL:
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HOBBIES

Artificial Intelligence
Machine Learning
Cryptocurrency
Poker

EDUCATION

Naugatuck Community College
2019-2020
Majored in Computer Information Systems. Had to leave after the success of my business.

Brookfield High School
1998-2002
3.5 GPA

WORK EXPERIENCE

Owner & Founder | Digita Design
October 2020-Present

Founded and strategically scaled a multifaceted digital business enterprise delivering web development services and e-commerce solutions.

Key Achievements:
- **Built and scaled** operations from home-based startup to a 2,500 sq. ft. warehouse facility within 24 months
- **Generated $750,000 in annual revenue** across 10 diverse online marketplaces in 2023
- **Implemented inventory management systems** capable of processing 10,000+ lbs. of product weekly
- **Established and optimized** efficient logistics processes, reducing processing time by 35%
- **Created automated workflows** using Python scripts that eliminated 20+ hours of manual work weekly
- **Recruited and managed** a team of full-time employees while maintaining profitability
- **Pivoted business model** in response to market changes, successfully transitioning to web development and AI consultancy services
- **Developed custom web solutions** for clients across multiple industries, with a 95% client satisfaction rate

Web Developer & Digital Marketing Specialist | Independent Realty
2019-Present

Spearhead all digital initiatives for a prominent real estate brokerage, managing comprehensive web presence and marketing strategies.

Key Achievements:
- **Oversee and maintain** a portfolio of 80+ professional websites, ensuring 99.9% uptime and optimal performance
- **Developed custom IDX integrations** enabling dynamic real estate listing displays, increasing lead generation by 45%
- **Implemented targeted SEO strategies** resulting in first-page Google rankings for 75% of priority keywords
- **Manage and create content** for 6 distinct social media platforms, increasing follower engagement by 65%
- **Produce and publish** the "Candlewood Lake Life" blog, generating 10,000+ monthly visitors to company websites
- **Design and execute** print and digital advertising campaigns that increased brand recognition by 40%
- **Troubleshoot and resolve** all technical issues across web properties, reducing downtime by 85%
- **Streamline server administration** using advanced WHM/cPanel techniques, improving site loading speeds by 30%

CORE COMPETENCIES

- Full-Stack Web Development (HTML, CSS, JavaScript)
- IDX Development & Integration
- Python Programming
- Server Administration (WHM/cPanel)
- SEO Strategy & Implementation
- Business Process Automation
- E-Commerce Platform Management
- Linux System Administration
- AI Implementation & Integration

TECHNICAL PROFICIENCIES

Development Languages & Frameworks:
- HTML5, CSS3, JAVASCRIPT
- PYTHON
- PHP
- SQL

Tools & Technologies:
- IDX/MLS Integration
- WHM/cPanel Server Administration
- WordPress & CMS Platforms
- Adobe Creative Suite
- E-commerce Platforms (Shopify, WooCommerce)
- Marketplace Management (Amazon, eBay)
- Linux

Digital Marketing:
- SEO/SEM
- Social Media Management
- Content Creation
- Analytics & Reporting
- Email Marketing

PROFESSIONAL INTERESTS

- Artificial Intelligence Applications
- Machine Learning Implementation
- Emerging Web Technologies
- Cryptocurrency & Blockchain
- Cloud Computing Solutions