

# Michael J. Lawrence

michael@lawrencecoding.com

[www.lawrencecoding.com](http://www.lawrencecoding.com)

541.261.2507

## Experience

### Developer, Business Applications, EthicsPoint Inc.

2008 to Current, Portland, OR

Employed by executive team to expand and refine organization's CRM strategy. Developed and drove internal projects including Sales/Legal Document Automation, Support Intake Modeling, Marketing/Product Management providing business scale, reducing headcount, and enabling a paradigm shift in operations. Orchestrated pre-qualification, tracking, nurturing campaigns through email marketing and marketing automation systems (Marketo, Salesforce). Primary developer for Marketing applications and forward facing as well as internal web properties (incl. ethicspoint.com). Designed and developed portals for wide range of clients ranging from Fortune 500 to Non-Profit.

### Technical and Web Director at The Quinn Driscoll Foundation

2010 to Current, Portland, OR

Lead development and deployment of technical resources in support of Foundation activities, such as promotion, education, and fund raising. Built [www.quinndriscollfoundation.org](http://www.quinndriscollfoundation.org) on a custom light-weight CMS platform.

### Developer/Intern, Institute for Democracy Southern Africa

2008, Pretoria, Gauteng, South Africa

Dual internship as developer and research assistant. Developed prototype for online procurement system for finance department to provide secure uniform administration of procurement for company projects. Developed online help desk and task manager for IT department to create an online help point. Both projects built in LAMP (Linux, AJAX, MySQL, PHP) environment.

### Developer, UO Knight Library Digital Collections

2007 - 2008, Eugene, OR

Developed several modifications to legacy content management system to allow for community interaction. Modules include User Tagging (Cloud Search), User Commentary, and Faceted Searching (LAMP). Responsible for upgrading and maintaining content management system through PHP update.

### Contractor, Golden Interstate Sweeping Inc.

2007, Sacramento, CA

Developed CRM system to track sales and projects. Designed ledger reports for accounting and other documents for statistical analysis. Developed system to track truck maintenance and shop inventory. Trained employees on use of system.

## Education

Bachelor's of Science, Political Science, University of Oregon

### Languages

C#, PHP  
APEX (Java), VisualForce  
HTML, CSS  
JavaScript, AJAX,  
jQuery ActionScript  
MySQL

### Platforms

SalesForce  
Marketo, eROI  
Intacct  
OpenAir  
Facebook  
Drupal

### Expertise

Business Process Automation  
Strategic Modeling Drip Marketing  
Lead Nurturing and Qualification  
Analytics and Data Aggregation  
API Integrations

### Skills

Project Management  
Preparing Business Cases  
Public Speaking/Presenting

### Clients

CVS/Caremark  
Baxter Healthcare  
Oracle  
AkzoNobel  
BHP Billiton  
Bosch  
Hilton Hotels

### Tools

Eclipse  
SalesForce IDE  
Visual Studio  
Adobe CS5 Flash  
CS5

### Et Cetera

Capable of sharing