

MICHAEL FLANAGAN

github.com/MFlanagan7 | linkedin.com/in/michael-flanagan | [Portfolio](#)

PROFESSIONAL SUMMARY

Frontend Developer specializing in marketing technology, with 2.5 years driving digital initiatives at a \$1.5B financial institution. Unique blend of technical development and marketing expertise, translating business requirements into scalable technical solutions. Proven ability to bridge marketing and technology teams, leading enterprise website redesign that improved user engagement, implementing marketing automation, and building data-driven tools. Strong technical skills combined with business acumen and understanding of user experience, conversion optimization, and analytics.

CORE COMPETENCIES

Marketing Technology: HubSpot CMS Platform, Marketing Automation, Analytics Implementation, CRO, SEO, A/B Testing, Lead Generation, Email Marketing, Marketing Attribution

Technical Development: JavaScript, HTML, CSS, HubL, API Integrations, Database Management, WordPress, MySQL, Next.js, Git, RESTful APIs

Business Skills: Cross-functional Collaboration, Project Management, Data Analysis, Technical Documentation, Stakeholder Management

PROFESSIONAL EXPERIENCE

Frontend Developer

Credit Union (\$1.5B Assets, 230+ Employees) | Oklahoma City, OK | October 2023 - Present

- Led enterprise website redesign initiative, consolidating 250+ pages into streamlined 150-page site with optimized information architecture, improving user experience and reducing bounce rates
- Serve as technical administrator for HubSpot platform, managing website infrastructure, implementing marketing automation, and enabling team to execute campaigns efficiently
- Developed 20+ custom website modules and templates, balancing brand consistency with conversion-focused design principles and responsive user experience
- Currently developing dynamic mortgage rate integration connecting third-party API to website, providing real-time competitive rate information to prospective members
- Implemented analytics tracking and reviewed weekly/monthly performance reports analyzing user behavior, conversion rates, and site performance metrics
- Created internal CRUD tools enabling marketing team to update website content independently, reducing bottlenecks and improving campaign execution speed
- Collaborate with design firm and stakeholders to translate creative vision into functional, performant web experiences while maintaining brand standards
- Established technical documentation and processes, improving team efficiency and creating scalable foundation for future marketing technology initiatives

Software Support Analyst

MBS Textbooks | Remote | June 2022 - October 2023

- Provided technical support for 5,000+ users across 800+ retail locations nationwide, managing software and hardware issues for 20+ business applications
- Built internal knowledge base tool enabling team to quickly access solutions to common issues, improving first-call resolution rates and customer satisfaction
- Handled escalated technical issues requiring network troubleshooting and systems administration expertise

EDUCATION

Bachelor of Science, Computer Science (In Progress)

University of Central Oklahoma | 2020-2023

GPA: 3.61 | Dean's Honors List | Honors Program

Completed coursework while working full-time

Associate of Science, Computer Science

Oklahoma City Community College | 2017-2020

GPA: 3.33 | Honors Program

CERTIFICATIONS & TECHNICAL SKILLS

Certifications: HubSpot CMS for Developers II (Sep 2024), HubSpot CMS for Developers (Mar 2024), Contextual Marketing, HubSpot (Oct 2024), Integrating With HubSpot I: Foundations (In Progress), Google Analytics IQ (Aug 2023, renewal pending)

Technologies: JavaScript, HTML, CSS, HubL, WordPress, MySQL, Git, RESTful APIs, jQuery