# David Borah

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Expert knowledge of sales, digital marketing strategy, marketing automation software implementation, advertising, web design, software development, and digital security. I'm a Gainesville Dev Academy graduate who learned full stack web development (MERN Stack) in 2018. I'm interested in Blockchain, decentralized applications, IoT, FinTech, Aviation and Aerospace technologies. I also enjoy recording podcasts with my friends and acting in short films.

## Experience

### President, QPO Inc. January 2020 - Present

• QPO is a startup company that currently specializes in technology support and digital marketing management for local businesses in the area. We facilitated and participated in the production of a short film in April of 2020.

### Senior Engineer, Mindtree LTD. October 2018 – December 2019

• Integral team member of the BSFI (Banking Services, Finance, and Insurance) product vertical functioning in a live application product support role.

• Researching and resolving production support issues and software bugs for a national insurance company and their online enrollment application.

• Software Testing for Agile release timelines and Sprint Management for new development and break-fix.

### President, KPI Digital Services LLC. November 2016 - June 2018

• Used my experience with automation software to build customized marketing campaigns for clients to increase sales and customer engagement through integrated marketing tactics.

• Designed dynamic landing pages for clients including e-commerce and service based offerings.

• Formulated strategies for clients to automate their digital marketing, shipping, referral, and payment systems.

### CEO, Pixel Eclipse Inc. June 2017 - June 2018 Gainesville, FL

• Pixel Eclipse was a pre-revenue startup specializing in wireless micro hardware applications for IoT, Payments, Digital Advertising, and Social Media marketing.

### Senior Product Onboarding Specialist, SharpSpring Inc. June 2015 - December 2016

• Consulted with new customers to design and implement complex automated marketing campaigns to target specific customer segments to maximize sales revenue.

• Analyzed new customer's current marketing and sales tactics to identify missed opportunities and provide solutions help cut wasteful marketing expenses and maximize marketing ROI.

• Efficiently communicated with marketing teams to quickly establish necessary goals and timelines to successfully implement and integrate the SharpSpring SaaS application.

• Coordinated with marketing managers, web developers, sales teams, and data security experts to provide the necessary steps to achieve a successful integration with the SharpSpring application.

• Exceeded client expectations by providing additional support with technical implementation of the website tracking analytics, adding DNS records, third party applications connectivity, review of customer implemented code for syntax errors, and digital content design.

**Commercial Sales Representative, Infinite Energy Inc.** August 2012 - July 2014

• Effectively communicated between corporate controllers, managers and business owners to satisfy their exact energy procurement specifications.

• Maintained close relationships with corporate account holders to provide and implement customized solutions when procuring energy contracts.

• Recognized as "Commercial Sales Rep. of the Quarter" in Q1 (January - March 2014)

• Recognized as "Commercial Sales Rep. of the Quarter" in Q2 (April - June 2014)

• Sold 1.8M gas units totaling over $1 Million in total sales revenue for Infinite Energy.

# Education

## University of Florida, Bachelor of Business Administration, BSBA, 2012

• Key Coursework: Accounting, Management, Finance, Marketing and I.T.

## Santa Fe College, Associate of Arts, Business Concentration, 2010

# Relevant Skills

• Experience with HTML, CSS, Bootstrap, JavaScript, Node.JS, React.JS, Java, SQL, NoSQL (MongoDB), API Testing, RESTful CRUD API, Software Testing, Full-Stack Application Development.

• Knowledge of Github deployment practices including Command Line and Terminal interfaces.

• Expert knowledge of Sharpspring and Hubspot marketing automation software packages.

• Experience with Microsoft Azure Cloud, Azure CLI, and IoT development (Raspberry Pi).

• Proficiency in WordPress, SalesForce, Microsoft Office Suite (Word, PowerPoint, Excel, Access) Google Adwords, Google Analytics, Facebook Ads Manager, JIRA, Slack, Confluence, Asana.

# Awards

• Selected as one of the "Top 50 Tech Visionaries" at InterCon USA 2020

• Scored Top 1% on the Nationally Accredited ETS Business Exam 2012

• Graduated Summa Cum Laude with 4.77 GPA - 2005 • Regional National Science Bowl winner - 2005

• Presidential Physical Fitness Award Winner - 2005

• Okaloosa County Honors Student - 2001-2005

# Certifications

Autonomous Open Water Diver Level 2 (SSI) ISO-24801-2, EN-14153-2

# References

References available upon request.

August 20, 2019

To Whom It May Concern:

It is my pleasure to recommend David Borah as a Production Support Engineer.  As David's indirect manager at Mindtree, I've watched him grow professionally since he joined us in 2018.  What I most admire and appreciate about David is his enthusiasm and can-do attitude to serve one of the Center's most important customers.

Due to a decision by Mindtree to close our Gainesville office, David is seeking employment to remain in the area with his family.  I am sad to end our professional relationship and Mindtree will lose a valuable consultant, but our loss will truly be another employer's gain.  Allow me to highlight a few of David's accomplishments during his tenure with Mindtree.

David quickly came up to speed on the application he was assigned to support and began solving problem tickets in his first week.  Most support people require a few weeks to become productive but not David.  His value was immediate.  He also published, on his own initiative, the number of tickets he and his teammates completed on a weekly basis to share with the customer.  Needless to say, they were quite impressed with his ownership and accountability to demonstrate team performance.

David invested in his technical and professional development by completing required coursework ahead of schedule after he joined us.  He placed a high value on staying abreast of technology changes to ensure his relevance to our customers and as an IT Professional.  His thirst for knowledge is insatiable and he has taken full advantage of Mindtree's robust training platform to complete courses in Core Java Programming, My SQL for Beginners, Airline Basics, Blockchain Basics, LEAN – Impact & Benefits, Streams in Java 8 and Java 8 Lambda Basics.

Lastly, David distinguished himself by earning two recognition awards from managers and peers in categories like Accountability and Trust and Respect.  These awards are highly prized by our employees and the endorsements David earned early into his tenure was impressive.

In closing, I'd like to restate my strong support for David as an experienced Production Support Engineer.  David is a self-confident team player with excellent communication skills, and I know he will continue to find success in any IT organization he joins.  Please feel free to contact me at (440) 666-4845 or robertgregoryschultz@gmail.com with any questions you may have.  Good luck!


Sincerely,

*Greg Schultz*

Greg Schultz
General Manager, Mindtree LTD
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