

Michael Nicholas | Account Technology Strategist

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Summary

Results-driven software and professional services specialist with a proven track record of designing and implementing data-driven solutions for global clients in the consumer packaged goods and restaurant industries. Skilled in analyzing user behavior through system and SQL reporting, system utilization, and market trends to deliver actionable insights and drive product innovation. Highly effective in cross-functional collaboration with customer success, implementation, support, and development teams to ensure seamless post-implementation support and ongoing system optimization. Brings added value from prior startup experience in product management and technical wireframing and prototyping in mobile app and web development. Proficient in front-end technologies including HTML, CSS, and JavaScript, with a strong understanding of user experience best practices and web-based solution delivery.

Experience

Account Technology Strategist – *Emplifi, Remote*

March 2023– PRESENT

- Collaborates with clients and internal teams as a member of Professional Services to design and implement solutions that maximize agent/manager efficiency, reporting, and engagement using data-driven strategies that optimizes the user experience for several global clients including Colgate-Palmolive, Land O'Lakes, and HillsPet Nutrition.
- Through direct communication and analysis of user behavior data, system utilization reports, and market trends, identifies opportunities and provides actionable insights for product enhancements directly to product management teams.
- Facilitates cross-functional collaboration with CSMs, implementation, and developers to provide post-implementation support to clients' Emplifi solutions, including guidance on case work and reporting, bot flow creation and analytics, and system assessments.

Junior Product Manager – *SocialLadder, Remote*

March 2022 – Feb 2023

- Contributed to the design, implementation, and optimization of product features for a SaaS brand ambassador management platform called [SocialLadder](#), driving user acquisition, improving functionality, and increasing conversion rates.
- As roadmap manager and feature designer, drove product vision into delivery, including initial business design and documentation, user stories, and ideation, and technical development and roadmapping.
- Communicated directly with cross-functional, internal and international teams, including marketing, product support, and developers, to ensure alignment between product development and growth initiatives; providing feedback from active user research and analysis

Lead Product and Technical Intern – *IdeasFWD, Remote*

January 2021 – Feb 2022

- Lead the product analysis, research, and technical division at [IdeasFWD](#), a small start-up company by helping design and build the foundation for a mobile, creativity- focused insights gathering social media platform called WeCreatives.
- Handled data analytics and visualization, application prototyping, mockups, and wireframing using Figma, weekly agile sprint structure, task delegation / management, and operates as business liaison in presenting completed deliverables

Education

Bachelor of Arts in Computer Science, Minors in Business and Informatics, *University at Albany, State University of New York, Albany, NY*

August 2016 – May 2020 – GPA: 3.820

Relevant Certifications and Personal Projects

- Completed the **Google Data Analytics Professional Certificate** (June–August 2021), gaining hands-on experience with data cleaning, visualization, SQL, spreadsheets, and R programming through real-world case studies.
- Developed a bootstrapped personal portfolio web-hosted on GitHub, using HTML, CSS, and JavaScript, found at <https://michaelnicholas1.github.io>
- Personal PHP project web hosted on Heroku to plot out player-character mastery data using Riot Game's developer API for their game "League of Legends", including sortable and togglable information and storing user data within a MySQL database
- Competitive, fast-paced senior group project to create a next generation asset portfolio management application titled "TradeX" with new deliverables tacked on as time progresses; with bidding to impress "consumer" at intermittent stages.