

# Michael Rassel

## SEO Web Developer

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Michael Rassel is an American website developer with specialties in WordPress, SEO, SEM, eCommerce, and web server administration. He currently manages 100+ WordPress websites across multiple hosting and DNS servers, many of them using the WordPress cloning template Michael developed for turnkey SEO website deployments. He contributes to dozens of monthly SEO projects and is the "Go To Person" for Technical SEO. Michael is well versed in eCommerce development, with specialties in WooCommerce, Shopify, and Gravity Forms. His experience spans numerous business genres such as home services, auto dealerships, retail, education, non-profit, real estate, insurance, construction, health, law, music, hospitality, and more.

## Professional Experience

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### Rooks Agency

August 2012 - Present

Web Director

Oversees the website based operations for a regional SEO and Internet marketing company:

- Developed and manages a WordPress cloning template on dedicated servers for SEO websites.
- Creates and implements web development and SEO processes and procedures.
- Help clients grow their businesses via onsite and offsite SEO and SEM.
- Mentors team members in processes, troubleshooting, and problem-solving.
- Administers hosting servers and software plugins.
- Aids clients and their vendors with DNS administration and third party integrations.
- Monitors the industry for trends and technology changes.
- Provides technical advice and guidance to leadership.

### Razworks

March 2002 - January 2014

Web Developer, SEO

Developed and maintained websites for small and medium businesses in the Sarasota, Florida area. Performed SEO campaigns for select clients, with a consistent track record of 1st page rankings. Administered website hosting and software. Communicated with clients regarding service requests or sales inquiries.

### Viewpoint Corporation

February 1999 - March 2002

Lead Artist

Created 3D models, coded animations, and integrated them into webpage presentations. Lead a team of 3D modelers, graphic artists and web designers. Contributed to 3D animated website product visualizations for Sony, Nike, IBM, Hewlett Packard, and similar brands, working alongside world-class engineers and product managers.

## Education

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BA in 3D Animation September 1994 - May 1998  
School of Communication Arts at Minneapolis, MN

## Key Skills

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- **WordPress**
- **Search Engine Optimization (SEO)**
- **Web Developer**
- **Web server administrator**
- **Ecommerce developer**
- **Process Improvement**

- **Google Analytics certified**
- **Google Ads certified**
- **Google Tag Manager**
- **WordPress plugins**
- **WordPress themes**
- **Project Management**
- **HTML**
- **CSS**
- **JavaScript**
- **PHP**
- **MySQL**
- **Google Search Console (Webmaster Tools)**
- **SEMRush**
- **Woocommerce**
- **Shopify**
- **Gravity Forms**
- **Yoast SEO**

## Accomplishments

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**Outstanding Adult Volunteer Award** May 2011

Sarasota County Schools

Dedication to family and local community was recognized when Sarasota County Schools presented Michael with an Outstanding Adult Volunteer Award for 2010-2011.

**Silver Communicator Award** April 2001

Communicator Awards

Michael was the team lead on a Hewlett Packard website presentation that won a Silver Communicator award.

## Volunteering

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**U19 Soccer Coach** September 2016 - May 2019

Sarasota, FL

Michael coached a Sarasota U19 soccer team from 2016 until 2019.

**Chess Coach** September 2008 - May 2011

Fruitville Elementary School , Sarasota, FL

Michael volunteered as the weekly coach for the Fruitville Elementary School Chess Club from 2008 until 2011, for which he was presented with an Outstanding Adult Volunteer Award in 2011.

## Certifications

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**Google Ads** January 2024

**Google Analytics** October 2022

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