

# Mike Rodriguez

IT Professional, Producer, Educator, and Project Manager

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## WORK EXPERIENCE

### **The Media Center for Art, Education & Technology** — *Game Design and Integration Instructor and Consultant*

2016-2017

Developing a course around CTE curriculum pathways utilizing software such as GameSalad, GameMaker Studio 2, and Unity. Currently teaching students at the MCAET Digital Media Lab. Taught Computer Literacy and Excel classes in Spanish at Alba Farms. Substitute/on-call Video Production Instructor.

### **Oasis Charter Public School** — *Custodian*

2016

Worked as the evening Custodian for Oasis Charter Public School. Work included general maintenance, furniture building, installations, and repairs. Daily duties also included heavy cleaning using industrial chemicals, solvents, and equipment. (ex. Floor buffers, mounted vacuums, etc.)

### **Carmel Unified School District** — *Computer Technician*

2014

Was in charge of supporting multiple school sites hardware, software, and networking. Deployed and supported student Chromebooks in a 1:1 student to laptop ratio district.

### **Monterey Peninsula Unified School District** — *Computer Lab Technician, Webmaster, LAN and Hardware Support Technician, Reconfiguration and Logistics Specialist*

2010 - 2014

Ran the Computer Lab at Del Rey Woods Elementary. Designed and ran after-school programs for students, staff, and even parents based on Common Core Standards. Implemented technology classes, including game design with code.org for grades K-5. Worked with tech inventory systems. Supported hardware, software, and networking components at the school site. Developed and maintained websites across multiple school sites. Trained teachers and staff. Designed and programmed electronic LED signage. Worked on the Technology Planning Committee.

## SKILLS

Windows and OS X Hardware and Software Support and Development

Photography and Photo Editing (Digital Design and Photo)

Videography and Video/Audio Production

Web Design and Programming

Game Design and Integration

Certified Paraprofessional

Social Media Marketing and Optimization

Search Engine Optimization and Business Placement

## Languages

English (Primary)

Spanish (Secondary)

## **Alisal Union School District — Educational Computer Technician, II**

2007 - 2010

Supported students and staff with hardware, software, and networking issues. Taught video production and basic computer classes to students over summer sessions and during the school year. Assisted in creating a weekly morning news show (starring students) that was broadcast over the school's cable system so every class could watch it live. Was in charge of Dr. Martin Luther King, Jr. Academy, Fremont Elementary School, and Creekside Elementary School. Assisted in developing and planning for their new Technology Use Plan for future years and school funding.

### **EDUCATION**

## **Alisal High School, Salinas — High School Diploma**

Class of 2007

## **Hartnell College, Salinas — General Ed., Paraprofessional Certification**

2007

General Education Classes. Gained Paraprofessional Certification at MPUSD.

## **Mission Trails Regional Occupational Center, Salinas**

2005 - 2007

Classes: Computer Repair CompTIA A+ Prep., CISCO CCNA (Computer Networking) Prep, Computer Business Applications, Microsoft Specialist Prep., Web Page Design

### **CLIENTS**

## **Max Fit Sports Nutrition — Project Manager and IT Specialist**

Designed their web storefront. Managed and updated their network of websites and platforms including Max Fit, Max Fit Meals, Max Fit Blends, and Forbidden Labz on Magento and Shopify. Designed marketing materials, posters, flyers, window clings, signage, logos, etc. Managed social media and search engine presence across Google, Facebook, Instagram, YouTube, and Twitter. **Developed the Max Fit Meals Android App and iOS App.** Photo and video shoots and production for social media featuring various models, celebrities, and athletes including Sadik Hadzovik, Robert Oberst, Mike Rashid, etc. Was the general project manager for all video and photo shoots and was in charge of contracted employees and sourcing equipment.

### **Pluralsight (formerly TrainSignal, Inc.) — Contract Writer**

Long-term writer for Pluralsight. Over 50 published articles on IT Certification Preparation across various certification platforms like Microsoft, CompTIA, and more.

### **Space Systems Integration, LLC — Server Administrator and Backend Developer**

Worked remotely with SSI to help design and implement a networking solution to allow secure communications and data transfers between a server and client machines. More recently, I started working as remote Server Administrator to handle their server maintenance, upgrades, and other various tasks.

### **Costa Verde Paper Supply — SEO Specialist**

Worked with CVPS to make key changes to their new Magento storefront to help bring in new customers through Search Engine Optimization. Acquired backlinks, partnerships, and customers through both old and new SEO methods, bringing multiple keywords and phrases to #1 on Google and Bing. Managed and designed their Google Adwords Campaigns, **bringing the store up to a quarter-million dollars in sales and earning myself 25% ownership in the company.** (Left in 2013.)

### **Continued...**

Other clients include **Crossfit Hyperactive**, **Golden Essentials Delivery**, Gary Nana's BBQ, **TEDxYouth@Monterey**, Del Rey Chiropractic, Law Offices of Blanca Zarazua, Demand Media, Associated Content, and more...

## **PERSONAL PROJECTS**

### **MikeTheTech.com**

Work as a project manager for local businesses and clients. Personal portfolio site and brand. Formerly ran my personal business as AlisalTech.

### **Fullscreen, Inc./YouTube.com**

Produced various types of videos for my and my client's channels on YouTube (450,000 views as of 4/2/17). My channel is part of the Fullscreen Network and has been 'officially' featured various times. Produced content for the Max Fit Sports Nutrition channel and appeared live on multiple occasions for TimmyTechTV and WiredIn Carmel.

## **Salinas News**

Founded the Salinas News and Monterey News pages and brought it to over 7,300 likes on Facebook through reporting and sharing.

## **Salinas Radio**

Created SalinasRadio.com, set up a streaming server, and gained the usage rights to showcase over 50 local bands before shutting down due to lack of funding. Live stations played online 24/7, local shows were covered and promoted, and musicians were interviewed on the site.

## **GrungeMedia**

My personal design company before founding AlisalTech (and later MikeTheTech). I created websites and projects under the network title of GrungeMedia Productions. Produced a top-down shooter called Pyro's Air Ride that was followed by two sequels. Produced a platformer called Post Warz that was released as a demo. Worked on and produced a popular mod for the commercial title Robot Arena 2, adding hundreds of assets, levels, AI, sounds, scripting, etc. Worked on a C+ adaptation of Dr. Richard S. Wallace's A.L.I.C.E. framework. Created personalities and knowledge as well as implemented immersive features into the program itself.

## **Continued...**

Created **AlisalTech - Kids**, a site to categorize and present educational games, resources, and activities. Created mikes.tips as a resource and repository for articles and videos focused on tech tips. **Tech Helper** and the **CUSD Tech Helper** were programmed to aid in common IT tasks. The **DRW Auto Loader** was programmed to create an aesthetically-pleasing link repository for student and teacher use.