

Michael Rolon

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WORK EXPERIENCE

Freelance

Remote

Digital Projects Consultant

October 2024 - Present

- Designed and developed WordPress and Webflow based website concepts for service businesses.
- Created brand identities, landing pages, and customer journey flows.
- Increased user base of start-ups by over 217% through social media campaigns.
- Managed independent teams under strict timelines and deliverables, increasing overall productivity by 36%.
- Researched user behavior and optimized brand messaging for clarity and engagement.

Thomas J. Henry Law

Austin, TX

Case Manager / Legal Assistant

March 2024 – November 2024

- Managed a caseload of 140+ clients from onboarding up to case settlement, helping the legal team surpass monthly revenue goals by ~20%, supporting high-value settlements and consistent fee generation.
- Maintained detailed records and case progress through Salesforce and Advologix CRM systems.
- Served as primary point of contact between legal team, adverse parties, and client; ensuring consistent communication and timely case progression updates.
- Identified client issues early and proactively resolved concerns to maintain trust.

Sunnova

Austin, TX

Sales Representative

July 2023 – Feb 2024

- Managed and tracked lead pipelines, including qualified prospects and disqualified leads.
- Maintained accurate CRM records and updated customer interaction data.
- Educated prospective customers on solar solutions and guided them through decision-making, surpassing monthly quotas by nearly 88%.
- Built rapport with homeowners and handled objections with a consultative approach.

Apple

Austin, TX

GIS Editor

Mar 2023 - Jun 2023

- Worked closely with cross-functional teams and third-party partners on the Apple campus to improve the city of Austin region on Apple Maps.
- Analyzed user data to prioritize map corrections regarding construction, lane closures, and expansions while keeping timelines of tickets in mind.
- Improved data accuracy and user satisfaction metrics across assigned zones.
- Completed contract with Artech and assigned tasks during employment on the Apple campus.

EDUCATION

Texas A&M University

College Station, TX

Bachelor of Science in Environmental Geoscience

SKILLS

Customer Success & Client Management: Customer onboarding, account management, client retention, product adoption, stakeholder communication, issue resolution.

CRM & Data Tools: Salesforce, Advologix, account documentation, customer reporting.

Communication and Problem Solving: Verbal & written communication, needs assessment, conflict resolution.

Technical & Digital Tools: Microsoft Office Suite, Google Workspace, Slack, Microsoft Teams, Trello, Google Analytics.