Joe Lint

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Summary

Technology and marketing professional with 7+ years modernizing systems, leading digital initiatives, and improving how teams work. At an auction house, I served as product owner for a custom ERP, directed a rebrand and website rebuild that quadrupled auction registrations, rolled out AI-assisted cataloging, and launched mobile tools that cut routine tasks from minutes to seconds. Earlier, at a managed service provider, I supported 25-30 client organizations as a top performer and team lead, learning patterns across industries and delivering solutions that stuck.

Experience

DuMouchelles

Technology and Marketing Manager | Apr 2021 – Feb 2025 | dumoart.com | Detroit, MI, USA
Fine art and antiques auction house (est. 1927) modernizing its digital operations and brand.

- Directed a full brand and digital transformation – authored RFP, led vendor selection, managed stakeholder alignment, and launched a modern website replacing a locked third-party CMS and fragmented bidding platform.
- Delivered a 300% increase in auction registrations, 100% increase in website traffic, and 30% increase in email contacts post-launch.
- Acted as product owner for "LotMaker," the company's custom ERP handling CRM, cataloging, inventory, invoicing, and accounting. Shipped 15+ major features including AI-assisted cataloging, instituted formal QA process, and led Azure migration with O365 SSO.
- Designed and deployed mobile barcode system – selected hardware, built web UI, eliminated handwritten tracking, cut routine tasks from minutes to seconds.
- Integrated Stripe with 3D Secure and fraud logging, Avalara for automated sales tax, and Google Maps API address lookup – reducing payment failures, tax errors, and mailing mistakes.
- Built performance dashboards for monthly auction cycles and annual executive reports tracking campaign ROI, customer acquisition, retention metrics, and category performance.
- Modernized product photography standards for 800+ monthly lots – white backgrounds, object-forward framing, consistent lighting aligned with e-commerce best practices.
- Produced all print ads, direct mail, email campaigns, and landing pages. Ran Google Ads and ROAS analysis. Managed social media presence. Reduced costs through vendor renegotiations and tool consolidation.

Proactive Technology Management

IT Engineer | Jan 2017 – Apr 2021 | proactivemgmt.com | Greater Detroit Area, MI, USA
Managed service provider serving small and mid-sized businesses across Metro Detroit.

- Promoted to Team Lead, managing five technicians covering Detroit's east side and Grosse Pointes.
- Served as primary technician for 25-30 organizations including law firms, medical practices, schools, and manufacturers such as the Attorney Grievance Commission of Michigan.
- Led key IT projects including M365 transitions, Windows Server upgrades, and new-office network setups.
- Scoped, designed, sold, and implemented upgrade packages directly to clients.
- Led company-wide credential management migration to IT Glue, strengthening security and documentation.

Skills

Infrastructure: Microsoft Azure, Microsoft 365, Active Directory, Windows Server, Networking, Stripe
Marketing: Google Ads, Google Analytics, SEO, Mailchimp, Direct Mail, WordPress, E-commerce
Product & Ops: Product Management, ERP Systems, Digital Transformation, AI Integration, Agile, ClickUp
Creative: Adobe Creative Suite, Figma, Photography, Video Production