
Profile

Independently motivated with a proven track record of success. Passionate about technology, design, and efficiency.

Technical Experience

<u>Systems Hardware:</u>	CompTIA A+ (equivalent), Aruba IAP, Cisco ASA Firewall 5505, Cisco IP Handset (SPA525G), Dell PowerEdge Server, Digium PBX, Laptop (Repair/Upgrades), Synology NAS.
<u>Software:</u>	After Effects, Illustrator, Photoshop, Premier, Android, AutoCAD, Autodesk Inventor, Excel, Exchange Online, Hyper-V., iOS, MAC OSX, MultiSIM, NetBeans IDE, Notepad++, OneDrive, Outlook, P-Spice, Quotewerks, Resolume Arena, SpiceWorks, Trend Micro SPC Anti-Virus (Certified), TouchDesigner, Ubuntu, Visual Studio, VMWare, Windows Server 2012R2.
<u>Networking:</u>	DNS, FTP, LAN, SMTP, TCP/IP, VLANs, VPN, VoIP, WAN.
<u>Programming:</u>	ADO.NET, Assembly, Bootstrap, C#, C++, CSS, HTML, Java, JavaScript, JQuery, JQuery Mobile, Machine Learning, MVC, .NET, PHP, Python, SQL.
<u>Web Services:</u>	AWS, Azure, Bard, ChatGPT, Drupal, GoDaddy, JIRA, Joomla, KanbanFlow (SCRUM), PHPmyAdmin, Sharepoint Online, WordPress, and LAMP stack

General Skills

Communication, Corporate events (trade shows and conventions), Data Analysis (presenting, reporting, and queries), Golf, PowerPoint Presentations, Technical Writing, Marketing, Proposal Writing, Sales, and Project Management.

Education

Northeastern University, Bachelor of Science: Computer Engineering Technology Spring 2022
GPA: 3.2

Work Experience

IT Consultant April 2022 – Current
Tacctful, Hybrid / Austin, TX

- Currently using my decade of consulting experience to help build a web development and software engineering services firm, in works to negotiate split ownership as CTO.
- Onboarding new clients through referral, word of mouth, and sales prospecting through networking activities.
- Implemented JIRA for team and project workflows.
- Using G-Suite workspace, Slack, JIRA, GoDaddy, Knownhost, and Namecheap currently to track and manage half a dozen WordPress sites.
- Analyzing and using Bard and ChatGPT to generate copywritten content for blogs and other digital marketing assets.
- Using my knowledge of web development and best practices to provide the following services to half a dozen business clients (mostly Law Firms in Austin)
 - Setting up DNS and hosting infrastructure, including subdomains for staging. Linode and GoDaddy primarily.
 - HTML/CSS for advanced content editing
 - WordPress is the main CMS.
 - Agnostic sales and tech support for Google Workspace and O365 network infrastructure.

IT Consultant Nov 2022 – Current
The Amaral Group, 100% Remote / Austin, TX 78701

- SharePoint project for 200+ employee business. Consulted with C-suite execs for security and infrastructure.
- PowerApps, Power Automate, and PowerBI – Onboarding automation project for staffing agency client.
- Web design and development for multiple mid and large business clients. Set up hosting, DNS, content, and SEO.
- Restarted business review process to build business practice and partnership development for internal sales team and strategic partnerships.
- Took over and managed the company website and marketing; hardened back up and disaster recovery policies, wrote technical and business blogs, and designed two new pieces of internal marketing materials.
- Hired and trained new sales rep to take over sales and marketing, leaving me opportunity to fully focus on billable client projects.

Developer, Real Estate Sept 2019 – Sept 2022
BEAR Realty, Cambridge

- Utilized a lifetime of experience of RE property acquisition, management, development, and sales interning to develop a 1.7 million dollar building into a 2.2 million dollar building in just 36 months throughout the peak of the pandemic.

- Worked with CAD and traditional engineering design practices to collaborate with architects, city zoning boards, and general contractors.
- Oversaw, managed, and worked with contractors and as a GC to physically develop the property, doing some of the hard physical labor myself.

Solutions Architect

May 2018 – Sept 2019

The Amaral Group, Cambridge (Hybrid)

- Created a demand in the company for a specialized sales position focusing on enterprise business.
- Focused on providing solutions to businesses of 100 employees or more.
- Further developed partnerships to get larger sized customer referrals.
- Installed and deployed solutions for QA and client demos.

Business Development Manager

May 2013 – May 2018

The Amaral Group, Cambridge (On-site)

- Administered recruitment, training, and supervisory duties for a few new employees.
- Brought in and managed over 100 new accounts as lead account executive.
- Developed/managed all SOPs, order processing/management workflows, and the talent acquisition process.
- Managed over 10 key strategic vendor partnerships to grow business and receive direct referrals worth tens of thousands of dollars in revenue.
- Managed new business development initiatives like utilizing vendor partnerships to allocate market development funds for sales and marketing activities such as printing and mailing flyers, digital advertising, strategic conventions, and trade shows.
- Managed the website and SharePoint development practice.
- Provided technical support and assisted in recommending client IT architectures.
- Refreshed company branding, web presence, newsletters, and printed materials. This did increase business.
- Sent regular reports and created commission structure. Sales in related vendors grew 120% YoY.
- Took initiative to seek and set up tools to increase team collaboration and productivity (Kanban Flow and SharePoint).
- Utilized a scrum workflow for project management.

References and Work Samples

Available upon request.
<https://www.EmmaGersten.com>

For current projects listing please refer to my website or LinkedIn page:
<https://www.linkedin.com/in/emmagersten/>