

Toby Lawrence

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SUMMARY

Customer service expert with strong background in technical troubleshooting. Quickly identifies and addresses product weaknesses and usability issues. Analyzes and deconstructs complex technical problems while generating multiple courses of action for resolution. Communicates effectively with developers, project stakeholders and clients at all knowledge levels.

IT EXPERIENCE

Analyzes business needs and gathers requirements; develops and manages project estimates, product requirement documents (PRDs), project plans and change orders; conducts product presentations; quality assurance testing; implementation and configuration; end-user training; post-launch troubleshooting and support; quickly triages and resolves software issues.

PROFESSIONAL EXPERIENCE

Eden Marketing, LLC – Athens, OH

A network of freelance professionals specializing in small business web design, routine maintenance, innovative ideas, search engine optimization and custom solutions for unique challenges.

CLIENT SUPPORT MANAGER / WORDPRESS (telecommute, independent contractor) Sep 2013 – Present

- Onboard new clients by migrating web and email services from previous host (Weebly, Squarespace, Wix).
- Setup and train clients using Google Apps email hosting services.
- Troubleshoot and repair compromised Wordpress websites (virus/hack repair).
- Contribute to ecommerce development (QA/testing, project management, client communication).
- Advise small business owners on SEO best practices.

Citrix Systems, Inc – Fort Lauderdale, FL

Citrix is the cloud company that enables mobile workstyles—empowering people to work and collaborate from anywhere, securely accessing apps and data on any of the latest devices, as easily as they would in their own office.

WEB OPERATIONS ADMINISTRATOR, Web Marketing Department Aug 2012 – Jun 2013

- Contributed to the development and execution of online event strategy driving Citrix Summit and Synergy conference registration; utilized HTML and CSS to produce web and mobile friendly copy, images, videos and promotions.
- Facilitated requirements gathering, development, QA testing and release of enhancements via daily stand-ups with offshore development team.
- Established Google Analytics event tracking to gauge success of promotional campaigns.

Planet Discover - Cincinnati, OH

Planet Discover is a leading SaaS provider of interactive marketplaces, online advertising and modular content applications for the media and broadcast industry. Planet Discover is part of the Gannett Company.

CLIENT SUPPORT MANAGER (telecommuted from South Florida) Nov 2006 – Feb 2012

- Managed development, configuration and implementation of CBS Local Digital Media's online business directory in 24 major metropolitan markets; product development increased revenue by \$300,000.
- Product owner/expert during development and implementation of FindItNow.com, a nationwide business directory conceptualized by Gannett; developed using Ruby on Rails and the Agile/Scrum methodology.

- Single point of contact for 17 Gannett Broadcast metropolitan markets throughout development, implementation, support and upgrades of integrated news, classifieds, events and directory applications.
- Facilitated vendor relationships and HTML code integration from Facebook Connect, ShopLocal, CityGrid Media, Coupons.com, Last.fm, Omniture SiteCatalyst and Google Analytics on 10+ directory, events and coupons applications developed using the Java platform.

FrogNet Inc. – Athens, OH

FrogNet Inc. is an internet service provider offering dial-up, high-speed DSL, email and web hosting services.

DIRECTOR OF CUSTOMER SUPPORT

Apr 2003 – Jun 2006

- Consolidated technical and sales/billing departments through cross training and innovative scheduling; results decreased scheduled hours by 33%, saving \$48,000/year.
- Identified revenue leakage and discrepancies in user data, including one billing error losing \$6,000/month.
- Recruited, interviewed, extended offers and conducted new hire training for 20+ employees.

TECHNICAL SUPPORT SUPERVISOR (promoted to Director of Customer Support)

Oct 2002 – Apr 2003

- Implemented technical support policy, procedure and training for newly formed in-house support team as structure had been lacking since department was formed one year earlier.
- Managed vendor relationship with Verizon DSL partner and implemented an improved DSL subscription model; results increased customer satisfaction and saved \$20,000/month.
- Addressed escalated support requests from irate customers; resolved complex billing and technical issues through responsive listening and creative problem solving.

TECHNICAL SUPPORT SPECIALIST (promoted to Technical Support Supervisor)

Oct 2001 – Oct 2002

- Increased customer satisfaction and revenue by implementing an improved DSL activation process; results decreased new sign-up activation period from 14-21 days to 5-7 days.
- Built and contributed to a technical support knowledge base; results standardized technical support responses and decreased overall resolution time.

COMPUTER SKILLS

Familiarity with SQL, CSS, XHTML and JavaScript, PHP, FTP, Microsoft Office, Basecamp (project management and collaboration tool), Jira (bug and issue tracker), Glance, WebEx and Join.me (presentation tools), Jing (screenshots and screencasts), Wordpress, Woocommerce cPanel, DNS management, XML/API integration, familiar with relational database concepts, masters new software and content management systems quickly.

EDUCATION

Bachelor of Business Administration in Management Information Systems, Ohio University, Athens, OH (Nov 2001)