1637 HAYS STREET, SAN LEANDRO, CA 94577
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PAOLO FERRER

EXPERIENCE

[May 2020 – Current] **Odoo, Inc.**   San Francisco, CA
  Technical Support Specialist
  ❖ Closed out ˜5-10 complex tickets troubleshooting Odoo's SaaS UI daily

[Sep 2014 – Dec 2019] **Shelf**   Castro Valley, CA
  Business Owner

  Shelf is an indoor plant boutique founded July 2014 and recently acquired. We built the company
  from a calculated credit card loan of $20k, grossed $65k in sales after our first year in 2015 and,
  average $75-80k in annual sales. Shelf has earned a Five Star Yelp! rating with over 100 reviews.

  ❖ Perform software updates, data backups, hardware upgrades, and manage devices via JAMF
  ❖ Support network infrastructure: POS & peripherals, WLAN, VPN, VoIP, and security cams
  ❖ Manage inventory, assets, and procurement with SKU barcoding on Excel/Square
  ❖ Deploy G Suite, track analytics & web traffic, and implement SEO strategies
  ❖ Setup video via FaceTime, Skype, Viber, or GoogleHangout to field plant-related diagnostics
  ❖ Maintain B2C relations on social media: Instagram, Facebook, Yelp, and GoogleBusiness
  ❖ Upkeep CRM and engage product sales via Mailchimp
  ❖ Navigate supplier B2B sites or perform onsite visits and document vendor management data
  ❖ Design & update business website via Squarespace

[Sep 2014 – Nov 2014] **GAP Foundation**   San Francisco, CA
  Database Management Support (via Randstad Temp)
  ❖ Created help guides/knowledge base for new CyberGrants users
  ❖ Sandboxed CyberGrants UI and contributed findings for technical documentation
  ❖ Reconciled & upkept grantee data after migrating from GIFTS MicroEdge to CyberGrants

[Mar 2014 – Aug 2014] **Alameda County Registrar of Voters**   Oakland, CA
  Recruiter (via TeamPersona Temp)
  ❖ Provided recruits with procedural and technical support for polling devices on election day
  ❖ Navigated & troubleshoot Adobe Photoshop, Illustrator, and InDesign

[Sep 2013 – Mar 2014] **MFPallen, Inc.**   San Ramon, CA
  Administrator (Temp)
  ❖ Handled white glove support for business executive, using TeamViewer for remote access
  ❖ Performed IT support & troubleshooting on Windows 8 PCs, Macs, & peripheral hardware
  ❖ Executed and encrypted data backups to remote storage devices
  ❖ Protected business intellectual property rights by digitizing MS Word forms into encrypted
     fillable PDF forms on Acrobat Pro

EDUCATION

[Graduated May 2013] **University of California, Berkeley**   Berkeley, CA
  ❖ Baccalaureate: Public Health / Pre-Med

CERTIFICATIONS

[Valid May 2020 – May 2023] **CompTIA A+**
[In Progress] **CompTIA Network+**