

# DeShane` Sims

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## **Professional Summary:**

Results-driven IT professional with a proven track record of leading teams, delivering exceptional customer service, and consistently exceeding project goals. Adept at translating complex technical concepts to clients with ease, ensuring seamless communication and customer satisfaction. Detail-oriented and highly organized, with a passion for optimizing processes and driving efficiency. Eager to contribute to a forward-thinking organization where my leadership skills, technical expertise, and commitment to excellence will make a lasting impact.

## **Experience:**

### **Right Click Digital: *Freelance Web Designer/SEO Specialist* 09/2023-03/2025**

Conduct keyword research, optimize meta tags, headers, and content for target keywords, and properly link web pages internally. Perform site audits using tools like Google Analytics, SEMrush, and Ahrefs to identify areas for improvement and monitor SEO performance. Analyze competitors, track rankings, and implement on-page optimizations to enhance visibility and user engagement. Through consistent efforts in optimizing site structure and content, I increased organic traffic by 30%.

### **Pivot International: *Software Tester* 06/2022 - 03/2025**

Writing test plans including test cases, matrixes, and automated tests utilizing Linux, GitHub, Word, Excel, Testmo, IntelliJ and React. Testing equipment for safety and customer specifications. Finding and reporting bugs on Jira. Communicating with customers and developers to ensure quality applications are delivered to customer satisfaction. Adapting to arising company needs by taking on tasks outside of my skill set, and exceeding on execution. Improved customer satisfaction. Increased development productivity by 75%.

### **Embassy Suites: *Front Desk Manager* 07/2020 - 02/2022**

Handled guest check-ins and check-outs, and addressed any concerns or complaints. Managed scheduling and staff, complimented on boosting morale. Managed room assignments, coordinated with housekeeping to maintain room availability, and monitored reservation systems. Throughout the day, I worked closely with the management team to ensure smooth operations and resolve any issues. My focus on providing exceptional service helped maintain a positive guest experience and efficient front desk operations. Awarded Associate of the Month in December 2020.

### **Embassy Suites: *Assistant Financial Controller* 09/2019 - 07/2020**

Reviewed daily financial reports, and ensured all transactions were recorded accurately. Assisted in preparing invoices, reconciled accounts, and processed payments to vendors, payroll, ensuring employee hours were correct and submitted on time. Prepared monthly reports and analyzed budget discrepancies. My attention to detail and timely support helped streamline financial processes and contributed to a more efficient accounting system.

**Union Station hotel: *Security Supervisor*****09/2019-05/2020**

Monitored surveillance footage and reviewed security reports to identify any potential theft or security risks. Conducted routine checks of the property, ensuring all areas were secure and in compliance with hotel policies. Assisted with inventory control, tracking and reporting any discrepancies or missing items. Provided training on dispatch. Checked all incoming and outgoing bags, boxes, packages.

**Lumiere Casino: *Surveillance Acting Lead*****05/2018-06/2019**

Monitoring live security feeds to detect any suspicious activity or potential cheating. Conducted visual patrol of the casino floor to ensure compliance with regulations and prevent any theft or fraudulent behavior. Documented incidents, compiled reports, and communicated with security personnel and on-site Gaming Officers. Worked closely with the management team to review footage and provide recordings for investigations.

**Whelan Security: *Security Officer and Supervisor*****04/2016-01/2017**

Patrolled designated property to ensure the safety and security of both the premises and its occupants. Checked access points to prevent unauthorized entry. Responded to alarms, addressed any disturbances, and provided assistance during emergencies. Maintained a visible presence, ensured compliance with safety protocols, and reported any incidents to the client.

**Education:**

Lindenwood University **Bachelors of Science Social Media Marketing Attending in Fall 2025**

St Louis Community College **Associates of Applied Sciences Software Developer year of '22**

**Coursework: Web Publishing, HTML, CSS, PHP, Database Management, C++, GitHub**

**Skills:**

**Soft:** Customer-Facing, Management, Team Collaboration, Communication, Leadership, Critical Thinking, Time Management, Adaptability, Conflict Resolution, Marketing

**Framework:** GitHub, React, Jira, Microsoft, Testmo, IntelliJ, Visual Studios, Selenium

**Technical:** SEO, IT, Quality Assurance, Testing, Performance Optimization, Sitemap

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**REFERENCES FURNISHED UPON REQUEST**