Caleb Fleming

Troubleshooting Tech, Empowering People

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About Me

Experienced technical support specialist, systems integrator, and business operator with 5+ years leading Apple's most sensitive support teams and independently developing operational infrastructure for K-P Tech Support. Adept at building scalable workflows using web based tools to deliver seamless scheduling, intake, and service fulfillment. Passionate about translating chaos into clarity through documentation, automation, and human-first support.

Education

Bachelor of Healthcare Administration – University of Pikeville, 2019

Experience

AppleCare

SENIOR SUPPORT SPECIALIST, MAY 2020 - PRESENT

Progressively promoted 9 times across Apple's highest-sensitivity support domains over five years, culminating in a role trusted to handle critical escalations and advisor consultations across technical, creative, financial, safety, and accessibility teams.

- Delivered advanced troubleshooting and real-time peer guidance across iOS, macOS, watchOS, visionOS, tvOS, HomeKit, billing, and creative platforms
- Spearheaded live mentorship efforts for new and newly promoted advisors, including shadowing, coaching, and assisting in QA evaluation
- Composed training materials and onboarding call examples used in department-level curriculum
- Supported sensitive cases involving safety, litigation risk, fraud, and account access, balancing confidentiality, professionalism, and customer advocacy
- Authorized service exceptions and resolution paths across all departments with the highest level of financial and operational discretion for both appeasements and complimentary products
- Led escalations involving Site Support Engineering and coordinated with multiple departments for critical service-impacting issues

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FOUNDER & SYSTEMS INTEGRATOR, SPRING 2025 - PRESENT

Launched and operate a self-sustaining tech support business from the ground up, specializing in integrated client onboarding, ticketing systems, and freelance operational design. Serves both individuals and small businesses with scalable, automation-driven service delivery. Deliver advanced troubleshooting resolutions for all kinds of consumer and small business technologies, across all operating systems, platforms, and technology brands.

- Deployed a full customer support journey using no code tools on the web – including conditional logic, automated payments, client intake, databases, and case logging
- Developed custom ticketing forms, consultation pipelines, and subscription management processes
- Created flexible service menus and pricing logic for remote support, in-person service, business consultations, and subscription plans
- Designed and launched a full web based ecosystem at K-PTech.com and its related pages using a full stack of no code tools
- Continuously iterating system designs based on customer feedback and analytics

Certifications

82 total professional certifications earned through HubSpot Academy and Coursera Project Network, spanning technical support, cloud platforms, CRM, business operations, marketing, SEO, and productivity tools. Full certification list available at Bio.K-PTech.com and my LinkedIn profile.

HIGHLIGHTS INCLUDE:

- CRM lifecycle management using HubSpot, Salesforce, and more
- End-to-end customer support workflows with ticketing, escalation, and SOP tools
- Scheduling and intake systems
- Cross-platform productivity expertise across Microsoft 365, Google Workspace, and Apple
- Automation and no-code tool integration across business operations

Proficiencies

CLICK HERE TO REVIEW MY FULLY DETAILED PROFICIENCY SHOWCASE

Area	Level	Certifications
CRM Platforms & Customer LifeCycle Manageent	Expert	9
Customer Service Tools & Ticketing Systems	Expert	7
Data Analysis & Reporting	Trained	6
Digital Office Suites & Collaboration Tools	Expert	26
Forms & Conditional Intake	Experienced	5
Infrastructure as a Service (IaaS)	Trained	6
Knowledge Base & SOP Development	Experienced	9
Marketing	Trained	18
Project & Task Management Tools	Expert	5
Software as a Service (SaaS)	Expert	6
Workflow Automation & Integration	Experienced	7