

Brian Geertsma

Goal oriented with high energy and great communication skills. Reliable, friendly, professional, able to work with little oversight and collaborate in team environments. Looking to obtain a software development career experience to enhance my technological skill set.

1556 Winterberry Lane
Weston, FL 33327
(954) 647-8584
bgeertsma@apple.com

EXPERIENCE

Apple Aventura - Expert

July 2021 - Present

- Helping to drive sales for connected devices by assisting with activations and finding opportunities for overcoming objections
- Mentoring new specialists transitioning from core to store through shadowing to demonstrate best practices
- Delivering amazing customer experiences turning curious visitors into loyal customers

Apple Aventura - Specialist

April 2021 - July 2021

- Demonstrating a high level of product and service knowledge giving customers the best opportunity for stepping into ownership
- Breaking down complex technical components to exemplify the value behind all of our products
- Diffusing difficult situations and providing complete solutions to meet customer needs
- Consistently delivering a genuine and personalized experience with each individual interaction
- 100% Customer satisfaction rate with over 20+ separate interactions recorded

Apple - R@H RCC Service Chat Experience

April 2020 - April 2021

- Became proficient in a new environment of support while working from home
- Quickly became self sufficient in supporting customer orders via chat
- Experienced in training new team members through shadowing
- Consistently exceeded expectations for all tracked metrics throughout my time supporting service chats

Best Buy - Apple Pro - Computing

May 2019 - April 2020

- Used my knowledge of Apple products to educate and sell to customers
- Maintained Apple shop cleanliness and integrity
- Kept a positive attitude amongst my peers to help drive sales
- Consistently one of the top sales performers in the store

Education

University of Miami

*Full-stack Development
Bootcamp*

June 2022 - Now

McFatter Technical College

Java Development

August 2020 - June 2021

Broward College

Associate of Arts

August 2014 - August 2016

Cypress Bay High School

August 2008 - August 2012

SKILLS

Outstanding customer service abilities

In depth and up to date knowledge of Apple products and services

Strong Information Technology background

Experience with Java, JavaScript, Python, and Bash

Proficient in Microsoft Office Suite and cloud-based alternatives

Hotwire Communications — *Administrative Assistant*

August 2017 - July 2018

- Created and managed spreadsheets to keep track of property managers and their contact information for over 300 residential properties
- Handled payroll, service credit forms, expense, and mileage requests for a team of over 20 people
- Used intranet system to schedule customers for installation and helped resolve issues during the process
- Assisted with setup and tear down of company events hosted at properties we serviced

Michaels — *Certified Custom Framer*

November 2014 - August 2017

- Maintained presence on the sales floor to address customer needs
- Approached browsing customers to initiate conversation and determine product preference
- Consistently met monthly sales goals as well as exceeding daily sales targets
- Assembled customer orders with accurate precision
- Trained new employees and coached them to increase daily sales