

CALEB J. NELSON

Austin, TX | (719) 588-8768 | calnelson77@gmail.com

Retail Specialist | Digital Marketing | Customer Service

Accomplished technology sales professional with extensive experience providing the leadership and direction needed to support the achievement of business-related goals and objectives. Skilled at delivering exceptional retail services, delivering results that drive increases in customer interest, satisfaction and loyalty. Recognized for the ability to deliver impactful results while leading in fast-paced, dynamic business environments.

AREAS OF EXPERTISE

- Technology Sales
- Technology Troubleshooting
- Customer Service
- Project Management
- Digital Design
- Wordpress Design/Maintenance
- Photography & Photo Editing
- Videography & Video Editing
- Customer Relations
- Team Leadership
- Project Management
- Audio Production

PROFESSIONAL EXPERIENCE

MAC RANCH TECHNOLOGY SOLUTIONS, Mac Ranch LLC, Durango, CO

Marketing Director/Retail Specialist (October 2016 – June 2021)

- Managed day to day operations for high end Apple Service Provider and Apple Value Added Reseller.
- Engaged with customers on current Apple products and technology. Helped customers purchase the right computer through defining optimal computer specifications for their needs and working within their budget.
- Trained clients in Apple software applications and provided technical support/troubleshooting for Mac OS & iOS.
- Facilitated service check-in and check-out for Mac and iPhone repairs.
- Communicated with customers regarding order and repair statuses.
- Implemented tactics for customer conflict resolution to successfully ensure customer satisfaction.

9-BALL STUDIOS, University of Colorado, Boulder, CO

Social Media Intern – (February 2014 – June 2014)

- Coordinated with marketing director to create new content and expand social media presence to different platforms.
- Utilized keyword data and search engine analysis to target new demographics.
- Provided technical assistance on live video production.

CUSTOMER PARADIGM, University of Colorado, Boulder, CO

Video Marketing Intern – (August 2013 – December 2013)

- Coordinated with digital marketing team to produce video content for clients.
- Cross trained with all departmental knowledge in order to effectively achieve customer goals.
- Utilized in-depth knowledge of keyword analysis, search engine optimization and XML sitemaps to increase client online presence and increase traffic.
- Supported clients through identifying the most proper, efficient, and cost effective methods of production within client budget.
- Completed analytical reports verifying positive results to maintain client satisfaction and loyalty.
- Continually analyzed situations and data, using resources to obtain answers as needed.

CENTER FOR ADVANCED ENGINEERING TECHNOLOGY EDUCATION, University of Colorado, Boulder, CO

Studio Technician– (August 2012 – August 2013)

- Ensured technological quality of live video recordings of graduate level lectures.
- Delivered technology support for any video or audio issues that occurred during live recording.
- Produced and edited detailed tutorial videos for future studio technicians & professors.
- Worked in collaboration with the leadership team to coordinate schedules.

Professional Experience Continued

EDUCATION

University of Colorado, Boulder, CO, (2008-2013)

Bachelor of Liberal Arts, Double Major in **Film Studies** and **Classics**, Minor in **Religious Studies**

SOFTWARE EXPERIENCE

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| • Adobe Premiere | • Wordpress | • iOS 15.3 |
| • Adobe Photoshop | • Apple iCloud | • Final Cut Pro |
| • Adobe Indesign | • Apple iWork Suite | • Logic Pro |
| • Adobe Illustrator | • Mac OS Monterey | • Meta Advertising Services |

REFERENCES

Dave Sessions, Owner, Mac Ranch Technology Solutions 970-946-5479

Bill Searfus, Owner, Mac Ranch Technology Solutions 510-219-7733

Matt Lee, Technical Lead, Mac Ranch Technology Solutions 970-442-1331