# GLAIZA
# IMUTAN

## Automation /SaaS Specialist

## CONTACT

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## EDUCATION

🎓 **Uplift Code Camp**
*Full Stack Development BootCamp (2024)*

🎓 **University of the East**
*Bachelor of Science in Information Technology (2005)*

## SKILLS

- Technical Support
- MacOS Troubleshooting
- Problem Solving
- Client Services Support
- Process Innovation
- System Implementation
- Communication
- Process Documentation
- System Adoption

## TECH STACKS

- **Web Development:** HTML, CSS, JS, Node.js, React.js, Mongo DB, API

- **SaaS Applications:** Zapier, Hubspot, GSuite, most SaaS products common in market like PandaDoc, Slack, Zendesk, Zoom, Active Collab, Smartsheet, etc

## AWARD

- 2023 | StraightArrow Corporation **Innovation Award**
- 2015 | StraightArrow Corporation **Arrow Award**

## Profile

A dedicated expert in automation and a passionate innovator, she is driven by a genuine desire to help others through the art of automation. Over 18 years in technology, sales, and client services, focusing on improving customer experiences through innovative solutions. Proven ability to troubleshoot and resolve technical issues efficiently, with a commitment to delivering world-class support.

Proficient in a wide range of SaaS, CRM, and ticketing tools, with a proven ability to rapidly adapt to new SaaS technologies.

Outside of her professional life, she is an avid fan of Role-Playing Games, Comedy Skits, PGAG, and SNL.

## WORK EXPERIENCE

### AUTOMATION CHAMPION
### STRAIGHTARROW CORPORATION
**2023 - PRESENT**

The primary objective of this role is to achieve Operational Excellence (OPEX) through process and technological improvements, delivering data-driven results and identifying automation opportunities beneficial to the firm. This role requires expertise in automation technologies and SaaS products, with a focus on evaluating and adopting the most appropriate solutions for each use case. Responsibilities include:

- Developing case studies for the IT team to implement new systems, with an emphasis on utilizing and integrating new technologies to automate processes efficiently.
- Setting up SaaS tools according to business and operational requirements.
- Troubleshooting SaaS product issues by identifying root causes and providing solutions or workarounds to ensure timely resolution.
- Training and onboarding users, providing technical assistance, and maintaining high levels of customer satisfaction.
- Continuously developing approaches and staying updated with the latest SaaS market trends.
- Communicating tool updates and creating processes to optimize tool usage.
- Providing feedback on product improvements and enhancements based on user input.

### CLIENT SERVICES TEAM LEAD
### STRAIGHTARROW CORPORATION
**2015 - 2023**

This role initially involved providing support on billing and payments for all clients, and later evolved to focus on after-sales support, engaging with clients and partners to enhance customer retention. Responsibilities include:

- Escalation and Support triage: initially assess and categorized tickets based on pre-defined criteria such as issue type and urgency level.
- Collected and analyzed client satisfaction KPIs, providing insights to the Operations Committee to exceed client needs.
- Set up client engagement programs, maintaining regular communication through newsletters and updates.
- Collaborated with other departments to resolve customer issues, ensuring a positive and empathetic customer experience.
- Met or exceeded performance targets for related KPIs, demonstrating excellent communication skills and ownership of customer issues.

### DIGITAL MARKETING SPECIALIST
### STRAIGHTARROW CORPORATION
**2014 - 2015**

One of the key responsibilities of this role is to assist business owners, marketers and agency clients in managing marketing campaigns with tasks like SEO, social media, email marketing, reporting, lead conversion, marketing automation, and contact database management, document formatting, reputation management, blogging, etc.