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# Jacob Schmidt

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Minnesota

## Experience

### Web Design & Marketing Specialist

OmniSence Digital • Jordan, MN

08/2019 - Present

- **Website Design & Development:** Design, develop, and maintain WordPress websites and themes; customize layouts, graphics, and user interfaces.
- **Content Management:** Create and optimize website content; publish text, images, videos, and infographics using WordPress CMS.
- **Graphic Design & Multimedia:** Produce visual assets, including banners, logos, and promotional materials; integrate multimedia elements to enrich website content.
- **Digital Marketing:** Develop and implement marketing strategies, campaigns, and initiatives; analyze website analytics and campaign performance metrics.
- **Social Media Management:** Manage and update social media profiles; engage with followers to build brand awareness and customer loyalty.
- **Email Marketing:** Design and execute email campaigns; segment email lists and optimize deliverability to maximize open rates.
- **SEO & Analytics:** Conduct keyword research and on-page SEO optimization; monitor website performance using analytics tools.
- **Client Communication:** Collaborate with clients and stakeholders; provide updates, progress reports, and recommendations.
- **Sales & Networking:** Manage sales processes and lead generation; conduct sales meetings, presentations, and BNI networking events to acquire new clients and build relationships.

### Level 1 Support Technician

RE2 TECHNOLOGY CONSULTANTS INC • Jordan, MN

08/2018 - 08/2019

- **Customer Support:** Provide technical support via phone, email, and remote desktop; troubleshoot hardware, software, and networking issues.
- **Ticket Management:** Log, track, prioritize, and escalate support tickets using a helpdesk system to ensure timely resolution and customer satisfaction.
- **Remote Assistance:** Utilize remote desktop tools to guide customers through troubleshooting steps and provide clear instructions and documentation.
- **Installation & Configuration:** Assist clients with hardware and software setup; ensure compatibility and compliance with system requirements.
- **Network Monitoring:** Monitor and analyze network performance, connectivity, and security; implement and maintain monitoring tools and alerts.
- **Backup & Recovery:** Manage backup solutions; assist clients with data restoration and recovery processes as needed.
- **Documentation & Reporting:** Maintain detailed documentation of support procedures; generate reports on support activities and system performance.
- **Team Collaboration:** Collaborate with Level 2 and Level 3 support technicians to escalate and resolve complex issues; share knowledge and best practices with colleagues.
- **Customer Communication:** Communicate effectively with clients to manage expectations, provide updates, and ensure satisfaction; educate customers on IT concepts and self-help solutions.
- **Continuous Learning:** Stay updated with the latest technologies and best practices in IT support; participate in training programs and certifications to enhance skills and expertise.

## Store Manager

Taco John's • Shakopee, MN

01/2013 - 08/2018

- **Managed a team of 5 employees:** trained them in a variety of tasks and operational functions.
  - **Team Leadership:** Supervise and train team members to ensure consistent quality and customer service.  
Schedule shifts and manage labor costs effectively.  
Motivate and inspire team members to achieve performance goals.
  - **Customer Service:** Ensure excellent customer service by addressing customer inquiries, complaints, and feedback promptly and professionally.  
Monitor food quality and restaurant cleanliness to maintain high standards.
  - **Operational Management:** Oversee daily operations, including opening and closing procedures, inventory management, and cash handling.  
Ensure compliance with health and safety regulations, food safety standards, and company policies.
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## Skills

Customer service, Communication skills, Computer literacy, Time management, Leadership, HTML, WordPress, CSS, JavaScript, React, SQL, Java, Object Oriented Programming, PHP, Firebase, Node.js, Scrum, Git, GitHub, Research, Adobe Photoshop, Adobe Illustrator, Google Ads, Google Analytics, Figma

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## Education

### Computer Science

Metropolitan State University • Saint Paul, MN

05/2023

Graduated with a bachelor's degree in computer science.