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|  | Reuben Pena  www.reubenpena.com |  reubencode117@gmail.com  |  469-343-7079 | 805 Ontario Dr Garland TX, 75040 |
| Overview | I’m a career-oriented individual in the Digital Marketing field. Currently going to school for Web Development and Merit America Learner Associate. |
| Skills & Abilities | * HTML5 & CSS3 Coding experience and education. * Experience in JavaScript scripting language. * Experience in PHP and SQL. * Experience using Bootstrap Framework. * Photoshop & Illustrator experience and education. * Experience using WordPress, Duda website builder / landing page builder. * Leadership experience in support team for customer service * Experience Coordinating on-site and remote teams. |
| Experience | **Website QC associate** Advice Interactive Groupoctober 2016 – January 2020 Work on clients social media accounts Facebook Business Manager, Google My Business for multiple brands with many locations. Edit websites when required. Create landing pages from scratch using landing page builder and custom Photoshop images / Illustrator.  **FRONT END ASSOCIATE** WORLD MARKET DECEMBER 2015 – SEPTEMBER 2016  Worked as a cashier and floor associate. Provided excellent customer service by customer interaction and informing them on seasonal promotions. Making sure customers find what they are looking for and giving insight on additional merchandise.  **SCHEDULER** PRIME DIAGNOSTIC IMAGING  Jan 2015 – DECEMBER 2015  Worked as a call center environment for a radiology clinic. Scheduled patients for appointments that best fit their needs based on appointment times and the type of procedure. Informed patients on their procedure, making sure they are aware of the preparations necessary. Coordinated with insurance agencies and Doctors’ offices for patient information. |
| Education | **Collin college**, Spring Creek CampusWebsite development Still in progress. Taking classes on both coding and business marketing. |
| Communication | Performed presentations in company meetings and created training videos for Google information. Use outlets such a skype, Gchat, email, Wrike project communication. I manage Google teams and coordinate with my superiors. Attend meetings with management and fellow leaders to discuss fulfillment operations. |
| Leadership | Coordinate teams both on-site and remote. Work as a leadership role for Account Support department for Google related issues and customer service. |
| References | **Greg Leonard**, Account support managerADvice interactive group 954-451-4411  **ALISON THORNTON**, HEAD OF HR ADVICE INTERACTIVE GROUP  214-934-1356  **JORGE CARRILLO**, CO - WORKER ADVICE INTERACTIVE GROUP  214-994-2507 |

Attached is the review I wrote up and presented to my managers in regards to the last raise I received. It was a demonstration of off-site team management adjustments.

Advice Interactive - Hibu

Google My Business Comparison

This is a brief outline of the comparison between GMB processes before 2017 to our current processes. This comparison is to show the company’s advancement towards a more organized and manageable GMB for the client HIBU as well as an understanding of GMB (SMB) for other resellers.

**Workflows**

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| Before:  **Suspensions outsourced** (No workflow available for both outsourced or internal use, little to no success rate)  **Account Support lack of knowledge** (No training materials for suspensions, dealing with public edits, GMB dashboard, GPS, GV and LSS. Relied on word of mouth).  **No LSS Status Key** (Outsourced teams and Internal teams have no blueprint for LSS comments for reporting). | Current:  **Suspensions Internal** (workflow available, training videos available, Gsheet available, reporting available)  **Account Support trainable** (workflows available, baseline of GMB best practice outlined for a collective understanding – no more “I think?” It’s now “I know”)  **LSS Status Key** (Account Support limited on LSS updates for better tracking updates. Outsourced teams trained on LSS Status Keys for reporting, constant updates on Status Keys and workflows for reporting.  **QC** (QC now trainable, workflows available, Gsheet available, constant updates to keep current on GMB Standards, inspires confidence in Account Support reliability, unified knowledge base from Account Support, Submissions and QA).  **Local Guides** (training videos coming soon, knowledge of functionality, Gsheet available for reporting, constant updates for GMB standards) |

**Knowledge**

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| Before:  **No knowledge of best practice for GMB for Account Support** (Nick who was in charge of Google trained me to go into a GMB account and hide the address when the client requested – management did not know best practice and neither did Account Support)  **No knowledge of best practice for GMB for Outsourcing teams** (Due to management not knowing best practice, outsourcing teams submitted and maintained bad data and formats that were against Google Policy)  **EC working well Hibu was not** (Jacque workflows and strategies helped EC but lack of bandwidth permitted strategies to be transferred to Hibu) | Current:  **Account Support understands a baseline of knowledge** (workflows available, Gsheets available, an agent can learn GMB from a trainer and become competent in less than a month, management is being updated on best practice)  **Outsourcing teams** (Have a baseline of knowledge, trainable to know GMB best practice, Enhanced workflows available, on request manager of the outsourced team can communicate with QC associate for assistance and have a response within minutes -ask Rakib, screenshot shows gratitude of the updates put in place <https://www.screencast.com/t/IGcLT44eZ9fl> ) |

**Penalties**

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| Before:  **No mutual understanding between departments** (Ibrahim QA, Submissions, Jacque, Account Support, Management not on the same page)  **Unwarranted Penalties** (Due to inconsistent information between the departments, penalties were given even if the information was correct) | Current:  **Mutual understanding between departments** (Through updates given by QC associate, information is controlled and managed so that all departments can be on the same page)  **Penalties are true penalties** (Since the information is streamlined, submissions are updated real time, Ibrahim is updated real time, both parties have a chance to share input and come to an agreement). |

**Channels of Communication**

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| Before:  **Google Team Chat**  **One on One with department heads** | Current:  **Google Team Chat** (For GMB update purposes)  **Google Penalties Chat** (For penalty agreements and updates)  **Google Internal** (suspensions, recreations, Local Guides)  **QC associate – Account Support Manager** (Bridge of commination between outsourced departments and Account Support) |

**GMB Updates**

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| Before:  **Jacque presented GMB Updates** (Good for EC but implementation for Hibu accounts would take weeks to update or not get done at all – ask Greg, he was a Google Specialist for Hibu accounts and did not get updates from Jacque) | Current:  **QC associate and Jacque work together to keep up with GMB** (Updates are now day of. Since there is competition it inspires persistence. Once Updated they work together to research and interpret so all departments can gain accurate knowledge).  **QC associate interprets updates to Hibu Accounts** (Like Jacque with EC, once Google brings out updates, Hibu accounts are adjusted to make sure they are handled with best practice within days of update) |

**Advancement**

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| Before:  **Slow Progress / unmanaged** (Updates were not implemented until an issue was raised, once implementations were put in place old routines were forgotten. It would be like putting “band aids” to solve issues. | Current:  **Real time progress with GMB** (implementations are put in place and ready for the next)  **Information is managed** (once new practices are introduced they are adjusted to fit into old routines for efficiency)  **Advancement is faster** (By keeping up to date and knowing a baseline of knowledge there is confidence in growth – Local Guides) |

This is a snapshot of where we are with GMB SMB for the client Hibu. Progress has been made and will continue to be made with confidence.

Thank You,

Reuben Pena