



JASMINE GONZALEZ

DIGITAL + COMMUNICATIONS PROFESSIONAL

WORK EXPERIENCE

TECHNICAL SPECIALIST

HCL Tech | 2023-present

- Troubleshoot and resolve technical issues related to office applications such as Microsoft Office, Google Suite, and other software used in the office environment
- Install, configure, and maintain hardware and software systems and ensure their proper functioning
- Provide technical support and assistance to end-users via phone, email, or in-person
- Keep track of technical issues and resolutions using a ticketing system
- Collaborate with other technical specialists and departments to resolve complex technical issues
- Stay up-to-date with the latest technologies and trends in the industry and provide recommendations for improving the office's technical infrastructure.

TECHNICAL ANALYST

State Farm | 2022-2023

- Drove creative efforts towards enhancement & simplification of agent digital platforms & web properties.
- Maintained successful vendor relationship/communication to ensure business continuity and growth.
- Collaborated with various business partners to develop new processes and technical functions.
- Applied design thinking to create functional and effective layouts internally & externally
- Ensured all risk/accessibility defects are acknowledged and resolved in a timely fashion
- Connected with various business partners to ensure Agent's marketing needs are met through technical development and production

EDUCATION HISTORY

FULL SAIL UNIVERSITY

Master's of Fine Arts, Media Design | December 2019

SUNY AT BUFFALO STATE

Bachelor's of Arts, Public Relations | May 2014

CERTIFICATIONS + MORE

- March 2023 - **Women In Tech Summit Panelist @ State Farm**
- June 2022 - **48in48 Volunteer** (Digital Content Creator) - Social Justice Build
- April 2022 - **48in48 Volunteer** (Wordpress Developer) - Women's Build Event
- January 2022 - **Google UX/UI Certificate Program** (In progress)
- May 2019 - **Canva Pro**

WHO AM I?

Communications connoisseur, design fiend, killer storyteller, & conceptual creative skilled to strategize and execute in collaborative environments or throughout the life cycle of any given project.

Well-versed in technical functions, with a focus in customer experience and ideas that enhance the user's experience and increase business success.

PROFICIENCIES

Adobe Creative Suite
 Figma
 Public Speaking
 Copywriting
 Web Design (WYSIWYG)
 Invision
 Sketch
 Agility
 SharePoint
 MS Office
 Team Player
 Dependable
 Innovative
 Creative

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SUPPORT CENTER SPECIALIST

State Farm | 2021-2022

- Provide an empathetic approach to problem-solving user's needs through written communication via chat.
- Support business partners with basic technical support for current and past software releases and enterprise-wide applications.
- Assist internal associates with general support for hardware, peripherals, network connections, and external software.
- Escalate help desk tickets to Level 2 / Tier 2 support when outside the scope of L1/T1 technician support.

VISUAL DESIGNER / CONTENT STRATEGIST

Jasmine the Creative Designs | 2019-present

- Redefine brand identities through strategic planning, brainstorming, and execution.
- Create and organize production assets.
- Prepare email marketing items, presentations, and interactive event materials.
- Develop brand style guides creative briefs for companies and brands looking to establish a strong brand presence.
- Maintain impeccable deadline accuracy to ensure projects are completed by client completion date.
- Utilize latest software and programs to create visually appealing brand assets for social media and websites.

INTERNET SUPPORT SPECIALIST

State Farm | 2019-2021

- Provided daily support to users of website & mobile applications including answering questions, analyzing problems, and quickly forming solutions to return systems to proper operation.
- Created and maintained visual communications to keep the department abreast of news and events within the enterprise.
- Presented pertinent details to team members during huddles/team meetings to increase knowledge and awareness of procedures and best practices.

CUSTOMER SUPPORT SPECIALIST

State Farm | 2018-2019

- Resolved customer inquiries, complaints and issues in a timely and efficient manner
- Identified customer needs and provided appropriate solutions and recommendations
- Kept accurate records of customer interactions and transactions
- Collaborated with other internal teams to ensure customer satisfaction and issue resolution
- Stayed up-to-date with product and service knowledge in order to effectively assist customers
- Participated in training and development programs to improve skills and knowledge
- Maintained a positive and professional demeanor when communicating with customers.

DIRECTOR OF COMMUNICATIONS/MARKETING

Innovative Back Office Solutions | 2015-2017

- Created and executed digital and print communications to build brand awareness.
- Developed media kits, press releases, etc. to inform the public of the brand.
- Led virtual meetings to strategize and collaborate on enhancing user experience on website and in consultative settings.