Charlotte Jones

Sr Implementation Specialist

charlottejones74@gmail.com ◇ Atlanta, Georgia, United States ◇ LinkedIn

SUMMARY

Results-driven IT Professional with a proven track record of creating and optimizing HTML/CSS products for diverse platforms. Experienced in developing and implementing HTML layouts for websites, social media, email marketing, and digital signage. Skilled in collaborating with cross-functional teams to deliver engaging user experiences. Strong ability to troubleshoot and resolve front-end issues efficiently.

SKILLS

Front-End Development   HTML and CSS, Bootstrap, React.js
Programming Languages   Java Script, SQL
Technical Skills   Critical Product Deployments, API Integration, CRM Systems, CMS Softwares, JIRA
Training and Documentation   Client Facing Platform Training, Data Analysis, Project Documentation

EXPERIENCE

Sr. Implementation Specialist   Sep '22 — Present
Creative Realities   Atlanta, United States
- Conduct testing and debugging with designers and back-end developers to translate design concepts into functional front-end code to increase engagement for digital menu boards across multiple industries and arenas
- Collaborated with back-end development team to ensure seamless integration of front-end and back-end components
- Proactively troubleshoot and resolve front-end issues reported by users or clients within a stringent 24-48 hour timeframe, maintaining high levels of client satisfaction and project efficiency
- Drive documentation of technical specifications and extend support to team members and stakeholders as required, ensuring alignment with project objectives
- Managed deployment and scheduling of over 300 screens for primary client, Six Flags, ensuring timely execution of weekly promotional and limited-time offer (LTO) content
- Facilitated onboarding of team members on Content Management System (CMS) and operational processes for various clients, including stadiums, arenas, convenience stores, and theaters
- Acted as the primary point of contact for troubleshooting content playback issues, resolving over 100 screen-related issues daily and escalating complex issues to relevant departments
- Utilized HTML/CSS to make edits to digital content templates for 200 screens, kiosks, and Drive-Thru interfaces, ensuring alignment with client branding and messaging
- Efficiently imported, organized, and managed client content, maintaining meticulous attention to detail and upholding high standards of client satisfaction through effective communication and issue resolution
- Collaborated with departmental leaders to establish organizational goals, strategic plans, and objectives, contributing to the overall success and growth of the company

Implementation Specialist   Aug '20 — Sep '22
Creative Realties   Atlanta, United States
- Acted as the primary point of contact for implementations for QSR chain Freddy's, successfully deploying and scheduling over 200 screens. Executed monthly promotional campaigns and managed the limited-time offer (LTO) operations calendar
- Revised and scheduled content for movie poster clients, ensuring timely updates across 120 screens, maintaining consistency and relevance
- Managed content scheduling for over 250 screens across various sports venues, including stadiums and arenas for NFL, NBA, MLB, NHL, minor league, and collegiate clients. Maintained high standards of quality and timeliness in content delivery

Client Account Manager   Mar '19 — Feb '20
Rent.   Atlanta, United States
- Successfully managed over 500+ accounts
- Spearheaded the development of new promotional materials for Inside Sales Department
- Conducted regular account reviews and provided updates to clients on product and service offerings

Leasing Professional   Jan '18 — Mar '19
Greystar   Atlanta, United States
- Logistical management and execution of year-round events for over 300 residents
- Developed company branding materials and policies for immediate implementation office-wide
- Conducted background checks, verified employment, and processed rental applications

EDUCATION

Master of Arts in Public Relations, Full Sail University   Winter Park, United States

Bachelor of Science in Journalism Mass Communication, NC A&T State University   Greensboro, United States

CERTIFICATIONS

Intro to Coding
SheCodes   Feb '22

Web Development
SheCodes   Aug '22

Responsive Web Development
SheCodes   Aug '22

React Development
SheCodes   Dec '22