

# Alexander Oberlender MBA, EBMS, CDMP, PCM

☎ (305) 798-7431 ✉ [ajoberlender@mac.com](mailto:ajoberlender@mac.com) 🌐 [www.ajoberlender.com](http://www.ajoberlender.com)

## Profile

I am a diplomatic, detail-oriented Director with a record of success in sales, marketing, operations, customer service ratings, and team productivity. As a leader, I am a motivational and collaborative guide for teams delivering positive customer experiences. My 14 years of experience in technical support and training have helped multiple fast-paced, dynamic environments deliver results and meet business goals.

## Education

📅 03/2022 – 05/2023 📍 MIAMI, UNITED STATES  
**Business Administration | Master of Business Administration**  
**Florida International University**

📅 11/2020 – 11/2021  
**Entertainment Business, Sports Management Track | Master of Science**  
**Full Sail University**  
GPA: 4.0  
Salutatorian  
Academic Achiever Award

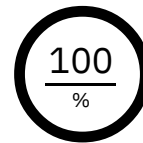
📅 2005 – 2013 📍 MIAMI, UNITED STATES  
**Political Science | Bachelor of Arts**  
**Florida International University**

## Certificates

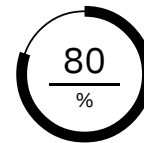
09/2020  
**Google IT Support**  
**Coursera**  
<https://coursera.org/share/a5f43badafe74a03567944c86c7e8f38>

10/2021  
**Certified Digital Marketing Professional/PCM**  
**Digital Marketing Institute/American Marketing Association**  
<https://certs.digitalmarketinginstitute.com/b9cd3d3b-e3c0-4691-84e0-d8d0e9b679ca>

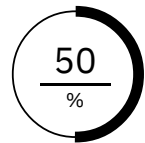
## Languages



English



Spanish



Hebrew

## Social Media



@ajoberlender



/ajoberlender



@ajoberlender

## Work experience

📅 09/2022 – PRESENT 📍 MIAMI BEACH, USA  
**Director of Custom Websites**  
**DoorLoop**

§ Led the expansion of a new product offering requiring its own department.

§ Create and implement new SOPs for the department.

§ Effectively maintain customer communication and collateral for customization of their sites.

§ Identify, recreate, and report bugs and feature requests to the development team.

§ Create and edit support videos while also updating the support website with them.

§ Work with designers and developers to create customized templates that can be used for multiple customer sites efficiently.

📅 05/2022 – 09/2022  
📍 MIAMI BEACH, UNITED STATES  
**Onboarding Operations Manager**  
**DoorLoop**

§ Led the design and implementation of a new customer onboarding program

§ Defined roles and responsibilities for the onboarding team

§ Created process and procedural documentation for the onboarding program

§ Conducted training for the onboarding team on program procedures

§ Monitored the onboarding program to ensure compliance with company policy and procedures

## Work experience

---

📅 10/2021 – 04/2022

📍 MIAMI BEACH, UNITED STATES

### **Customer Support Specialist** **DoorLoop**

§ Trained new employees before they begin interacting with customers with both shadowing and one-on-one training.

§ Performed one-on-one virtual onboarding for customers while tracking them through my personal pipeline of 200+ customers.

§ Managed multiple support chats providing excellent service to each customer.

§ Identified, recreated, and reported bugs and feature requests to the development team.

§ Created and edited support videos while also updating the support website with them.

§ Performed a wide variety of functions to ensure customer satisfaction.

§ Effectively documented complex issues, accurately maintaining technical records to increase operational success.

📅 08/2014 – 06/2020 📍 AVENTURA, FL

### **Technical Director/Help Desk** **Scheck Hillel Community Day School**

§ Ran the IT help desk for 160+ classrooms and offices troubleshooting various aspects of daily life on campus that may have issues while significantly decreasing downtime.

§ Co-managed the Google Admin Console to manage 1,200+ users and data for the organization.

§ Maintained all AV systems including 125+ Smart/Promethean boards, display devices, 125+ projectors, 30+ televisions, 30+ Apple TVs, 40+ microphones, 2 video walls, 3 scoreboards, and 20+ speakers on school property and classes.

§ Collaborated with the operations team in planning and coordinating a variety of engaging events for theatre, assemblies, athletics, other events. Devised and provided strategic audio-video solutions to ensure all events ran smoothly and efficiently.

§ Facilitated student involvement in main stage extracurricular productions, increasing participation by 200%.

§ Consulted on vital budget proposals for the arts department for large budgets and contributed to improved organizational efforts by aiding in maintaining accurate device inventories.

📅 10/2007 – 08/2010 📍 AVENTURA, FL

### **Specialist** **Apple**

§ Managed six training area specialists tasked with assisting clients in learning the basics of newly purchased devices while monitoring for maximized productivity and efficiency.

§ Repaired instore systems working with corporate to get parts. Also reinforced wifi to eliminate dead zones that affected handheld pay terminals.

§ Retained a friendly and professional demeanor when

## Work experience

---

interacting with a diverse clientele to identify technological needs within tight budgets, utilizing consultative selling techniques to increase revenues.

§ Applied extensive corporate training to educate daily customers in utilizing software and applications, obtaining a high customer satisfaction rating.

§ Maintained inventory counts on a daily basis to guarantee a fully stocked store for optimized sales opportunities.

📅 08/2010 – 12/2011 📍 NORTH MIAMI BEACH, FL

### **Co-Founder** **Zossoz, LLC**

§ Established and launched a social media management/software development firm providing top-level solutions to a variety of business clients.

§ Offered online strategy consultation based on client analytics to create and improve processes and systems and maximize campaign effectiveness.

§ Conceptualized an innovative application offering daily deals for local businesses, ultimately not launched.

📅 11/2010 – 07/2011 📍 AVENTURA, FL

### **Independent Contractor** **GC Kosher, LLC dba Gourmet Carrot**

§ Implemented critical systems and controls for 25 restaurant staff members leading to a substantial boost in efficiency.

§ Developed and executed innovative marketing campaigns to elevate restaurant sales.

§ Coordinated with management to create discount/seasonal menus, significantly increasing traffic during off-peak hours.

## Skills

---

Customer Service Customer Retention Leadership

Creative Problem Solving Basic HTML Basic CSS

Microsoft Office Adobe Design Programs CRM

Apple Products Apple Software Sales Empathy

Consultative Selling Technical Support Training

Adaptable Tactfulness Inventory Management

Operations Management Diplomacy Teamwork

Relationship Building Decision-Making Patience

Customer Success Writing Logical Approach

Multitasking Interpersonal Skills Critical Thinking