

SONIA REYES

SSREYES5@GMAIL.COM

(480) 466-2325

WORK EXPERIENCE: TRAINING FACILITATOR

GoDaddy Learning & Talent | November 2021-February 2023

- Designed and delivered engaging technical training programs, including sales and troubleshooting of different SaaS products, such as cPanel, WordPress, & MS365, as well as other skills like web design, customer service, and project management
- Acted as an SME to support frontline onboarding training initiatives, providing feedback to team members and senior facilitators
- Observed team members and senior facilitators to provide constructive feedback
- Utilized the ORID method and other adult learning strategies to check for understanding and ensure knowledge retention
- Collaborated with LPMs and stakeholders to ensure programs are delivered to land impact during onboarding, product, sales, and technical training

QUALITY ASSURANCE ANALYST

GoDaddy Design Services | March 2020-November 2021

- Conducted thorough website reviews to identify and notate errors in design, functionality, SEO, and UX, while analyzing data to identify trends and improve processes and products, resulting in a 30-point increase in NPS scores
- Created scorecards and rubrics to grade websites, allowing for better evaluation of website effectiveness and areas of improvement
- Facilitated copywriting training on SEO and UX to classes of 5-35, including copywriting vendors and phone guides, improving QA scores by 13%
- Collaborated with the Learning Program Manager, Instructional Designer, and stakeholders as a subject-matter expert to develop eLearning content on copywriting services for agents, as well as a storyboard for gamification of the content

WEBSITE SPECIALIST II

GoDaddy Design Services | July 2019-March 2020

- Pioneered the use of Jira for web design projects, improving department efficiency and organization
- Consulted small business owners in the creation, design, and publishing of their online presence, utilizing skills in project management, customer service, and time management to ensure the completion of each project within 45 day SLA
- Managed up to 40 projects simultaneously, ensuring on-time and on-budget completion of each
- Built strong relationships with clients, providing exceptional customer service and tailoring solutions to meet their specific needs, while surpassing QA expectations with an average score of 97%
- Improved clients' online visibility and helped them grow their businesses through tailored solutions and exceptional customer service

PERSONAL PROFILE:

I am a Learning & Development professional with a strong background in content creation. My skills include copywriting, WordPress, web design, SEO, social media and email marketing and I'm seeking a challenging full-time position in an environment where my passion for technology, people, positive attitude, and diverse experience can contribute to achieving my employer's goals, while further developing my professional skills.

EDUCATION:

ARIZONA STATE UNIVERSITY

Journalism & Mass Communication

- Public Relations
- Digital Photography
- Video Production
- Print Journalism

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WORK EXPERIENCE:

TECHNOLOGY INSTRUCTOR

Wilson Elementary School | August 2015-May 2019

- Created and presented engaging and interactive technology lessons to over 700+ students, resulting in increased digital literacy
- Collaborated with a team of 3 instructional technology specialists to integrate technology into the curriculum and provide support for students and teachers
- Managed classroom environments of 5-30 students in both face-to-face and online learning settings, ensuring a productive and inclusive learning environment
- Provided technical support and troubleshooting to 25+ teachers and students, addressing issues promptly and efficiently
- Mentored students one-on-one to improve their reading and writing skills using technology as a tool, resulting in an average improvement in lexile scores of 300 points within an academic year
- Utilized strong skills in lesson planning, collaboration, technical support, and mentoring to deliver quality education and support for students and teachers

SERVER & BARTENDER

Z'Tejas Southwestern Grill | August 2015-March 2020

- Provided exceptional customer service as a server, cocktail server, and bartender, serving anywhere from 2-200 guests at a time
- Developed a deep understanding of the hospitality industry and honed multitasking and managing skills
- Leveraged hospitality experience to develop and implement 20+ hrs of training amongst servers and hosts focused on providing value, building trust, and creating a consistent experience for customers
- Contributed to marketing campaigns that resonated with customers and helped grow and develop the business by 10%

FRAUD SPECIALIST

JP Morgan Chase | May 2014-June 2015

- Conducted outbound and inbound calls to customers and businesses, gathering information for fraud investigations and ensuring excellent customer service
- Managed multiple projects simultaneously, while collaborating with team members and ensuring successful completion of up to 10 projects per day
- Recovered over 3 million dollars in fraud claims by utilizing customer service, analytical/research, computer literacy, data entry, and communication skills
- Provided on-the-job training and support to new team members, teaching customer service, research, computer literacy, data entry and analytics, and communication skills

SKILLS & COMPETENCIES:

Skills

- Branding
- Web Design
- Content Creation
- Copywriting
- SEO
- Marketing
- eCommerce

Tools

- Microsoft Office 365
- WordPress
- cPanel
- Jira
- Cornerstone
- Workday
- SmartSheets
- Tableau
- Google Analytics
- Adobe Creative Suite

REFERENCES:

Jennifer Lane

(602) 451-1480

Administrator, Empower College Prep High School

Melissa Birchfield

(480) 381-9527

Recruiting Coordinator, GoDaddy

Cassie Velez

(480) 299-7898

Senior Facilitator, GoDaddy