

T.J. HIGGINS

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SUMMARY

Strong background in multiple disciplines including aviation electronics, hospitality software, and digital marketing. Currently transitioning to Information Technology with a focus on system/network administration.

TECHNOLOGY PROFICIENCIES

- **Help Desk Ticketing Systems:** Freshdesk, Jira Service Desk
- **Software:** Active Directory, Office 365, Outlook
- **Browsers:** Google Chrome, Microsoft Edge, Mozilla Firefox
- **Networking:** LAN, Mesh Wi-Fi Network Systems, DHCP, VPN, DNS
- **Platforms:** Windows 10 Enterprise & Pro, macOS, Android, iOS

SYSTEM ADMINISTRATION EXPERIENCE

Windows Server 2019 | Hands-On Virtual Labs

Dec 2022

Created virtual machines using a hypervisor to simulate a corporate network environment and practice various troubleshooting, networking, and system administration processes.

- Installed and setup VirtualBox with virtual machines using Windows Server 2019
- Added Windows 10 Pro client machines to a Windows Server 2019 domain
- Created and modified Active Directory mock user accounts
- Configured DHCP, DNS, and RAS/NAT services
- Created and linked Group Policy Objects (GPO) in Active Directory
- Setup Azure AD Connect for hybrid Azure AD and seamless SSO using password hash sync

WORK EXPERIENCE

Senior SEO Specialist | Q4Launch

May 2022 – Oct 2022

Managed a team of four technical and content marketing professionals to deliver SEO services to 80+ hospitality clients.

- Created and implemented ongoing training for SEO team members
- Collaborated with team members to facilitate the creation of a new marketing data dashboard that could be used by various teams to audit and improve client's websites

SEO Specialist/SEO Account Manager | BIZCOR

Mar 2021 – May 2022

Managed digital marketing accounts for clients within the hospitality industry. Provided SEO services, website design & development, and online technical support services for clients around the globe.

- Compiled technical and high-level SEO audits of current and prospective clients to assist the SEO Director with strategy & implementation
- Practiced effective customer service skills by handling client requests and meeting virtually with clients to discuss website performance

Freelance Web Designer/SEO Specialist | Self-Employed

Sep 2018 – Nov 2022

Offered web design, development, and Search Engine Optimization services to local businesses.

- Redesigned and developed a website for an international security company and improved website traffic metrics through effective search engine marketing
- Created and managed a social media marketing campaign for a local organic farm and e-commerce company

EDUCATION & CERTIFICATIONS

Purdue University, B.S. Aeronautical Engineering Technology | 3.5 GPA

May 2016

CompTIA A+

Dec 2022 – Dec 2025