Travis McGimsey

Professional Summary

Client-focused professional with experience managing complex workflows, cross-department organization, and technology rollouts across sales, finance, and marketing environments. Proven ability to translate business needs into actionable solutions and mentor end users on tool adoption. Hands-on expertise utilizing AI for self-directed study, daily tasks, and client work. Thrives in high-visibility roles where clear communication, ownership, and adaptability drive results.

Relevant Skills

AI & Automation: Power Automate, Python, Zapier, AI-assisted workflow design, Gemini, Claude, process automation

CRM & Systems: Salesforce, HubSpot, Pipedrive, Zoho, Active Directory, Microsoft 365, SharePoint, Azure, Jira, ServiceNow

Hardware & Infrastructure: System administration, OS deployment, device configuration

Networking & Technical: TCP/IP, DNS, DHCP, VPN, LAN/WAN, OSI model, IPv4, subnetting, Windows 10/11, macOS, Linux

Project Management & Support: Project coordination, SOP creation, knowledge base management, technical support, concurrent project tracking, end-user training

Soft Skills: Independent problem-solving, technical documentation, peer mentorship, excellent communication, detail-oriented, adaptable, fast learner

Professional Experience

IT & Automation Consultant

Self-Employed | Aug 2024 - Present

- Completed freelance AI model training projects, which included designing complex prompts, evaluating and rating model outputs for accuracy, correcting responses, and testing image and video generation capabilities.
- Configured Salesforce and other CRM environments, including lead management setup, automation sequences, and provided end-user training
- Earned Google IT Support Professional Certificate (Jan 2026). Currently completing Google's IT Automation with Python on Coursera (Python scripting, GitHub, cloud automation, and debugging)
- Built Power Automate onboarding workflows, automating M365 account setup, database entry, and new hire welcome email delivery

Customer Experience Consultant

CarMax | Jan 2024 - Jul 2024

- Served as the primary point of contact for customers across the complete car-buying journey from initial engagement through credit application, financing, stipulations, and delivery, in a high-volume remote call center environment
- Exceeded all performance KPIs by 10%+ while maintaining compliance with company and lender standards
- Led peer training on CRM usage, product knowledge, and process compliance, directly improving team accuracy and product attachment rate

IT Systems Specialist

Lending Arts | Jan 2021 - Dec 2023

- Acted as the primary cross-functional resource between the Sales, Accounting, Funding, and Title departments, translating business needs into actionable solutions, and collaborated with the C-suite on system rollouts and long-term tech planning
- Built a SharePoint-based knowledge base integrated with Power Automate and Microsoft Teams, transitioning the company from paper-based workflows to a fully digital operation, reducing team-wide error rates by ~12%
- Functioned as the sole technical resource for 25+ users, managing accounts and permissions, resolving hardware and software issues independently
- Coached sales consultants on tool adoption, process compliance, and client communication, while developing internal SOPs and training documentation that standardized workflows and resource access team-wide

System Administrator & Marketing Director

GCC | Jun 2019 - Jan 2021

- Administered the company's full CRM environment (PipeDrive), configured pipelines, automated follow-up sequences, and ensured data quality for a multi-state sales team
- Led end-to-end digital transformation of lead generation efforts, increasing lead generation by 57% compared to prior neighborhood canvassing methods through targeted digital advertising campaigns
- Managed the full contract-to-installation solar lifecycle, coordinating across internal teams and external partners to ensure seamless client experience and on-time deal execution

Education & Certifications

- CompTIA A+ | 2024
- Google IT Support Professional Certificate | Jan 2026
- Google IT Automation with Python | *In Progress*