

Travis McGimsey

Indianapolis, IN | [linkedin.com/in/travis-mcgimsey](https://www.linkedin.com/in/travis-mcgimsey) | TravsTechSite.com

Summary

Technically savvy, customer-focused professional with 4+ years of experience building and maintaining CRM platforms, automating workflows, and supporting backend systems. Skilled in Microsoft 365, Power Automate, CRM administration, and hands-on technical support. Built three SharePoint sites, automations, and resources that reduced team errors by 12% and ran digital marketing campaigns that increased monthly lead volume by 57%.

Skills

IT & Systems Administration: Windows, macOS, Microsoft 365, SharePoint, Teams, Entra ID, Active Directory, hardware support, Account Management, ServiceNow, Jira, Cisco Meraki, FortiGate, Wireshark, help desk support, technical documentation

Technical Infrastructure: Enterprise networking (TCP/IP, DNS, VPNs), Windows CLI, technical support, remote support

Automation & AI: Power Automate, Zapier, workflow design, business process automation, AI tools (Claude, Gemini, ChatGPT), prompt engineering

Experience

Freelance AI Trainer / Professional Development

2025 - Present

- Evaluated AI model capabilities by designing complex prompts and test scenarios, reviewing outputs for accuracy across writing, coding, structured JSON data, image/video generation, and other tasks
- Completed 4 professional certifications spanning IT support, AI applications, CRM platforms, and analytics
- Built and maintained a live technical portfolio (TravsTechSite.com), including a Power Automate workflow that automates employee onboarding from SharePoint entry through Entra ID account creation and welcome email delivery

NOC Technician I

Comcast Business | 2024 - 2025

- Performed Layer 1 and Layer 2 network diagnostics for enterprise customers nationwide, including ping tests, trace routes, and remote resets or updates of modems, routers, and switches
- Utilized ticketing systems (Jira/ServiceNow) to manage, prioritize, and resolve alerts while logging all diagnostic steps and resolution outcomes

Customer Experience Consultant

CarMax | 2024

- Managed a high-volume pipeline of customers nationwide, guiding them through the full vehicle purchase process, from credit application and financing through signing contracts and delivery scheduling
- Consistently exceeded KPIs by 10%+ across sales, compliance, and service metrics
- Led peer training on product knowledge, rapport building, financing options, workflows, and word tracks, directly improving team-wide accuracy and attachment rates

Funding Manager / IT Systems Specialist

Lending Arts | 2021 - 2023

- Reviewed all completed auto loan refinance deals for compliance and completeness while serving as the sole in-house technical resource for a ~25-person team
- Built and maintained internal systems, including 3 SharePoint sites with over 50 pages and 35+ automated workflows, used to manage deal status and host company resources in a single location, contributing to a 12% reduction in team-wide errors
- Developed a centralized knowledge base from scratch, including SOPs, training walkthroughs, and lender-specific guidance to replace an outdated paper system
- Managed M365 user accounts, SharePoint, Power Automate, system permissions, DocuSign contract templates, and daily hardware and software support

Marketing Operations Manager

GCC | 2019 - 2021

- Configured Pipedrive CRM architecture from scratch, defining custom deal stages, data fields, lead routing rules, and user permissions
- Built multiple automations using Zapier to connect the CRM to external marketing tools and lead sources, automating data routing and eliminating manual handoffs
- Increased monthly lead generation by 57% compared to door-to-door canvassing by launching digital marketing campaigns across Google Search, YouTube, and Facebook

Certifications

HubSpot Sales Hub Software Certification | 2026

Google Analytics Certification | 2026

Google AI Professional Certificate | 2026

Google IT Support Professional Certificate | 2026

CompTIA A+ Certification | 2024