Blake Eitniear

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more than 20 years of experience in business growth, project management and community service

Overview of Key Achievements

- Led and managed implementation teams for CRM, LMS, Help Desk, telephony and back office systems including Salesforce, DigitalChalk, ZenDesk, phone.com, Google Apps, QuickBooks and Basecamp
- Created multiple Help Desks with related procedures, scripts and written documentation. Trained multilingual customer support teams in Port Huron, Chicago and Miami
- Independently developed and executed company-wide strategic plans and organizational goals
- Proven track record working in diverse cultural communities around the United States
- Conceived, designed, and developed several commercial websites, with full range support for SEO marketing, customer interaction and social media
- Daily support of SMTP, POP3, MS Exchange Server, multilevel security (network-server-desktop), firewalls, routers, switches, servers, telephony, TCP, IP, DNS, FTP, VPN, HTML, high availability power sources and redundant networking, Windows and Mac operating systems, backup systems and desktop hardware
- Designed and implemented a regional Internet Service Provider network operations center delivering high-speed Internet access, email, help desk, customer service and web hosting
- Developed software for State of Michigan schools to manage student records
- Built relationships and partnerships both inside and outside of the organization
- Led first-to-market product and service project teams
- Established a strong record of community service

Professional Experience

IT Manager / Marketing Analyst – Macomb, MI
Flood & Fire Solutions (Macomb & Saginaw), A&J Electric, A&J Plumbing
2016 – Current

- Manage web design, analytics, SEO, PPC and related marketing functions for four sister companies
- Provide hardware and software support for corporate headquarters / dispatch center

Technology Project Manager - LookAhead Group, LLC in St. Clair, MI
2009 – Current

- Design and provide web design, SEO, e-commerce, hosting and other business IT consulting services
- Project: Migrated 100+ business critical Excel spreadsheets from hand-keyed data entry to automatic data population from a Microsoft SQL Server database, reducing turnaround by up to 24 work hours per sheet

Operations Manager - The Marriage Group, LLC in Port Huron, MI
2009 – 2014

- Created, implemented and managed strategic plans ongoing at an organizational level
- Developed and maintained partnerships with the Archdioceses of Detroit, Chicago and Miami to deliver the first-of-its-kind online, on-demand marriage preparation and NFP courses in English and Spanish
- Led a project team located in Port Huron, Chicago and Miami in the development, production and roll-out of a Spanish language version of the marriage prep program
- Implemented and managed operational systems including CRM (Salesforce), Help Desk (ZenDesk), telephony (phone.com), email and documents (Google Apps), and project management (Basecamp)
- Developed Help Desk protocols and procedures and trained support teams in Port Huron and Chicago

- Managed back office functions including accounting and payroll (QuickBooks), HR, insurance and government compliance
- Drove 80% sales growth in 2013, serving couples in all 50 states and more than 20 countries
- Led successful exhibitions at several national conferences including *NACFLM* and *Smart Marriages*

Operations Manager - First Step Computing, Inc. in St. Clair, MI   1994 – 2011

- Created, implemented and managed strategic plans ongoing at an organizational level
- Managed up to 15 employees in Sales, Back Office, Help Desk and Network Operations
- Led company growth to several thousand monthly and annual subscribers
- Pioneered first-to-market services including email spam/virus filtering and dial-up acceleration
- Executed eight acquisitions over a two year period adding thousands of new customers
- Developed Help Desk protocols and procedures; trained and managed support team
- Partnered with access and hosting companies growing coverage from local to regional to nationwide
- Daily engagement with DSL, dial-up, SMTP, POP3, MS Exchange, network security, firewalls, routers, switches, servers, telephony, TCP/IP, DNS, FTP, VPN, HTML, operating systems and desktop hardware
- Transitioned Tier 1 support calls to an outside Help Desk company within a 72-hour period in response to an unexpected staffing change. Continued to handle Tier 2 issues in-house.
- Developed software for the Michigan Schools for the Deaf and Blind to manage student records
- Received the St. Clair Chamber of Commerce Business of the Year Award

Community Leadership

- Executive Board Member, TechPort: Port Huron (2016 - current)
- City of St. Clair Recreation Commission Member (2016 - current)
- President, Friends of the St. Clair Library (2015 - 2016)
- watchDOGS "Top Dog" Program Coordinator: Gearing Elementary School (2014 - 2015)
- Co-Leader, Troop 70566: Girl Scouts of Southeastern Michigan (2013 - 2015)
- Co-Founder: "Dads of Good Students" chapter (watchDOGS): Gearing Elementary school
- President (2 years) / Board Member (5 years): St. Clair Chamber of Commerce

Volunteer Positions

- Executive Board Member: TechPort, Port Huron (2016 - current)
- Youth Softball, Basketball and Soccer Coach: Various Recreation Groups
- Co-Founder: Shawn Burr Foundation Golf Tournament
- Science Olympiad Event Coach: East China School District (2006 - 2016)
- Computer Lab Teacher: East China School District (2007 - 2008)
- Founding Team Member: St. Clair Local Community Cable Channel Six

Education

- Bachelor of Business Administration in Computer Information Systems
  Western Michigan University, Kalamazoo, MI