

Reid W. Palmer

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SUMMARY

Innovative technology professional with a diverse skill set encompassing digital marketing, supply chain management, and operational efficiency. Demonstrated expertise in analyzing and interpreting data to inform strategic decision-making. Highly motivated and eager to leverage my skills and enthusiasm to drive success in a dynamic, forward-thinking organization.

PROFESSIONAL EXPERIENCE

Owner/Founder

May 2023 – Present

Reid Palmer Consulting - Pittsburgh, PA

- Designed and assembled custom-built computers tailored to client specifications, ensuring optimal performance, reliability, and satisfaction.
- Configured and optimized personal networking systems to enhance connectivity and improve user experience, tailored to the unique requirements of each client.
- Engaged with clients to assess their technology needs, gathering detailed requirements and providing customized IT solutions that align with their business objectives.
- Delivered comprehensive technical support, including troubleshooting hardware and software issues, resulting in timely resolutions and minimal downtime for clients.
- Maintained strong client relationships through consistent communication and a commitment to delivering high-quality service.

Social Media Asst Manager

Dec 2022 – Sept 2023

Penn State University. - State College, PA

- Managed and grew the Campus Recreation Facebook page, achieving a significant increase of over 2,000 followers and boosting engagement by 30%.
- Developed and implemented strategic content plans, including the creation of compelling graphics and videos, which significantly enhanced the visibility and reach of campus events.
- Collaborated with students and faculty to effectively promote campus activities, leading to strengthened community engagement and increased participation.
- Analyzed social media metrics and user feedback to refine content strategies, resulting in continuous improvement of engagement rates and content effectiveness.

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EDUCATION

Bachelor of Science Enterprise Technology Integration

May 2026

Penn State University - State College, PA

- GPA 3.31 Cumulative
- **Programming for the Web:** Explored web development technologies, including HTML, CSS, and JavaScript, with hands-on projects building dynamic websites.
- **IT Project Management:** Covered methodologies for managing IT projects, including Agile and Waterfall, with emphasis on planning, execution, and risk management.
- **Intermediate App Development:** Advanced skills in building scalable, responsive apps with a focus on UI optimization and back-end integration.
- **Organization of Data:** Explored methods for structuring, storing, and retrieving data efficiently, with a focus on database design, indexing, and data normalization techniques.

RELEVANT COURSES

TECHNICAL PROFICIENCIES

- **Programming Languages:** Python, Java
- **Web Technologies:** HTML, CSS
- **Operating Systems:** Windows, Linux
- **Software & Tools:** Wireshark, SQL, Adobe Tools