

**MÓNICA CEISEL**

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**University of Wisconsin-Madison** – Bachelor of Arts in Computer Science and Graphic Design (2015 - 2019)

## PROFESSIONAL EXPERIENCE

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### Tech & Marketing Automation Specialist

*Dr. Rewire | Crystal Lake, IL | June 2025 - Present*

- Designing and optimizing automation workflows in **GoHighLevel (GHL)** to streamline lead capture, booking, and follow-up to reduce manual admin time.
- Managing content and systems across **Wordpress** site and **GoHighLevel (GHL)** funnels, forms, calendars, and event pages to support ongoing national tour promotions, current fulfillment, and campaign rollouts.
- Building and maintaining SOPs for webinars, account management, email campaigns, speaker outreach, and for managing a virtual assistant to ensure consistent execution.
- Scoped and launched the company's podcast outreach strategy through defined target avatars, created messaging systems, and developed tracking tools before transitioning execution to an external agency.

### Web Designer & Developer

*Freelance | Remote | Dec 2024 - Present*

- Redesigning website for client, using **Wordpress** with a focus on dynamic content, responsive design and CMS integration for scalable content management.
- Designed and deployed a personal portfolio site using **Framer**, showcasing interactive projects and design/development capabilities.

### Full-Time Building Substitute Teacher

*Westosha Central High School | Salem, WI | Jan 2025 – June 2025*

- Collaborated cross-functionally with faculty and administrators to assess requirements, manage resources, and implement lesson plans across varied subject areas.
- Applied risk mitigation, conflict resolution, and time management strategies to maintain team (classroom) engagement and performance in dynamic environments.

### Assistant Manager | Team Lead

*Indochino | Madison, WI | Jan 2024 – Jan 2025*

- Reduced average appointment time by 25% through process optimization.
- Boosted 5-star review frequency, increasing Google rating by 0.1 across 230+ reviews.
- Created and maintained internal documentation to improve training and consistency.
- Supervised a team of 9+ associates, managing shift schedules and adapting resources during peak seasons.

### VR EdTech Training Simulation Developer & Designer

*Arch Virtual | Madison, WI | Dec 2020 - Sep 2023*

- Developed and managed development lifecycles for 175+ VR projects, managing roadmaps, timelines, and feature prioritization to ensure on-time, successful delivery using **Agile** methodologies and tools like **Monday.com** and **Unity** for development.
- Designed 20+ graphics and UI components for VR and digital platforms, maintaining cohesive visual branding.
- Created and improved functional UI prototypes to enhance user experience.
- Facilitated virtual training to new hires, improving team efficiency and reducing project delivery times.

### Visual Designer & E-Commerce Strategist

*Visionary Medical Supplies | Madison, WI | Mar 2020 - Apr 2021*

- Owned the end-to-end design of carton labels and digital visuals to strengthen brand identity, delivering four new packaging designs using **Adobe Photoshop** and **Illustrator**.
- Built and maintained a **Wix** e-commerce platform and Amazon storefront, managing over 100 product listings.
- Produced **Wix** web pages incorporating product photos, copy and graphics.

### Software Engineering Intern

*TaskRabbit | San Francisco, CA | May 2018 - Aug 2018*

- Built responsive UI components for a mobile app using **React Native** and **Ruby on Rails**, enhancing user navigation across application platforms.

### **Junior Web Developer**

*Schematical.com | Madison, WI | May 2017 – Dec 2017*

- Developed a podcast snippet discovery web tool, using **HTML**, **CSS**, **Angular 2**, and **TypeScript**.
- Converted conceptual design layouts into functional **HTML and CSS**.

### **KEY SKILLS**

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- **Design & Prototyping:** Framer, Figma, Adobe Photoshop, Adobe Illustrator, InDesign
- **Web & Code:** HTML/CSS, JavaScript, React, Unity
- **CRM & CMS:** GoHighLevel (GHL), Wordpress, Shopify
- **Training & Facilitation:** Workshop Facilitation, Employee Onboarding, Virtual Training, Customer Education
- **Languages:** English (fluent), Spanish (advanced)