Gretchen Grajales

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Website
GretchenGrajales.com

Education

Robert Morris University
Bachelor of Science in Graphic
Design 2010
3.88 GPA

D.A.V.E. School
Digital Animation and
Visual Effects certificate
2005

Software Experience

Creative Cloud
Active Directory
Fresh Service
Office 365 / Exchange
Azure
Adobe Suites
Box
WireDrive
Mac OS / IOS
Red Hat
Windows
Lightwave 3D
3D Studio Max
Unreal Engine
MakerBot
Xinet
OnFile
Jamf
Okta
Connect Fonts
Jamf
Staffbase
Salesforce
Frame.io
Figma
LastPass
Apple Certified Technician

Profile
Specialized in integrating and optimizing technology to align with the company vision. Key areas of expertise include Font licensing and compliance, Extensis Connect Fonts Administration, 365/Azure Administration, Software Licensing Management, Creative Server Administration, and Digital Asset Management. Recognized as a Customer Service WOW Champion and Adobe Ambassador, with a proven track record of managing teams to achieve high CSAT scores. Apple Certified Technician with professional experience as an award-winning creative.

Work Experience

Real Chemistry 2019-present

Software Licensing Manager **Chicago, IL**
Responsible for optimizing cost and usage of applications and subscriptions through audits, managing user assignments, and overseeing software solutions and migrations. Collaborate with procurement and the Service Desk, managed data migration, compliance management of applications and subscriptions, and licensing. Developed knowledge base articles and videos, facilitated training, and managed policies for G Suite, Salesforce, Staffbase, and Extensis Connect Fonts.

Service Desk Team Lead **Chicago, IL**
Delivered exceptional support to a global user base of over 2,000+, driving high productivity and maintaining an outstanding customer service satisfaction (CSAT) score. Held key roles including Universal Type Server Administrator, 365/Azure Administrator, Okta Administrator, and Adobe Administrator. Developed knowledge base content and authored global font policy. Managed application implementation, licensing, and asset management, and served as a procurement before the establishment of an inhouse procurement team, then became procurement liaison and applications/subscriptions auditor. Additionally, provided creative support for team projects to enhance overall outcomes.

Havas 2015-2019

Creative Technology Lead Chicago, IL
Creative Technology Lead for Chicago, Atlanta, and Los Angeles, supporting over 600 users. Led software contract negotiations, managed creative team workflows, and drove innovation in hardware and software implementation for asset management and iPad workflows across North America. Spearheaded Adobe's success story in Creative Cloud and iPad workflows within the advertising industry, serving as the Adobe innovation liaison. Managed Universal Type Client Administration, Apple Certified Mac Technician, Xinet Administration, Adobe Enterprise Admin, and licensing control. Specialized in OS X imaging standardization, 3D prototyping, graphic design, and served as a Jamf Technician and Team Lead.