

Nathan VerStrat

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📍 NathanVerStrat.com

Technically adept support professional with hands-on experience in WordPress, HTML, and CSS. Strong foundation in troubleshooting, front-end customization, and platform usability. Proven ability to translate complex technical concepts into clear, actionable guidance. Currently expanding technical skills through IT certifications, technical training, and on-the-job experience.

PROFESSIONAL EXPERIENCE

Tier 2 Technical Support Specialist

TrailerFunnel | Hybrid | 2025 - Present

- Provide Tier 2 technical support for a SaaS platform serving more than 500 trailer dealerships, resolving software, website, domain, hosting, and email-related issues.
- Handle an average of 40-50 support requests daily while maintaining high service quality and customer satisfaction.
- Help reduce average customer response times from approximately 24 hours to under 1 hour through process improvements, documentation, and efficient ticket management.
- Troubleshoot complex issues across Windows, macOS, iOS, Android, and multiple browsers using remote support tools, log analysis, and systematic root-cause investigation.
- Investigate and resolve application and website issues using JSON error logs, browser developer tools, AWS-hosted resources, and WordPress diagnostics.
- Successfully launched and supported 50+ dealership websites, including DNS configuration, domain management, SSL troubleshooting, and hosting migrations.
- Develop and maintain internal and customer-facing knowledge base documentation that improves onboarding, troubleshooting consistency, and issue resolution efficiency.
- Train employees through one-on-one coaching and group instruction on technical workflows, troubleshooting procedures, and platform functionality.
- Collaborate with software developers and product teams to document bugs, communicate customer requirements, and improve platform reliability and usability.

AI Data Trainer

Outlier | Remote | 2024 - 2025

- Train machine learning models by categorizing, refining, and annotating data to improve AI performance.
- Evaluate AI-generated responses for accuracy, relevance, and clarity to ensure high-quality outputs.
- Provide detailed feedback to enhance AI comprehension and contextual understanding.

Digital Design and Photography - Freelance

Self-Employed | Various Clients | 2019 - Present

- Create web-ready digital assets and branding materials using Canva and Adobe Creative Suite (Lightroom, Photoshop, Illustrator, InDesign) to support marketing initiatives.
- Collaborate with clients in industries including hospitality, events, tech and service business' to deliver custom visuals aligned with brand identity.
- Provide professional photography services (events, portraits, and commercial), with post-production editing in Adobe Lightroom.
- Notable design client: Elexicon (Grand Rapids, MI), contributing to branded visual content and design projects.

Director of Field Operations

Blitz Canvassing | West Michigan | 2024-2026

- Manage and support a team of 40+ canvassers, overseeing hiring, training, payroll, scheduling, and day-to-day field operations.
- Coordinate logistics, travel, and inventory for multi-city campaigns across West Michigan.
- Increase team productivity by 27% through improved training systems, streamlined operations, and strategic resource allocation.

TECHNICAL SKILLS

Tools & Platforms

- Wordpress
- Jira
- Intercom
- HubSpot
- WP Engine
- Asana
- Divi
- Adobe Creative Suite
- AnyDesk (Remote Desktop Support)
- DNS & Domain Management
- Web Hosting & Website Migrations

Programming & Web Development

- HTML
- CSS
- JavaScript (fundamentals)
- Python (fundamentals)
- PHP (fundamentals)
- VS Code
- GitHub
- Warp - Command Line & Terminal
- Chrome DevTools

Operating Systems

- Windows
- macOS
- iOS
- Android
- Multi-browser environments (Chrome, Safari, Edge, Firefox)

Application Support & Diagnostics

- Ticket Management Systems
- SaaS application support (multi-tenant environments)
 - Bug Reproduction & Escalation
 - Root Cause Analysis
 - Software Testing & Validation
 - User Acceptance Testing (UAT)
- Remote troubleshooting and screen-share diagnostics
- Log analysis (JSON / application / system logs)
- Browser debugging (DevTools, network + console inspection)
- Website deployment and launch support
- DNS configuration and domain record management (A, CNAME, MX, TXT)
- Email system troubleshooting (SMTP, IMAP/POP deliverability, PHP mailer issue resolution)
- SSL and hosting configuration support
- Process Documentation

Customer Support & Communication

- Technical issue resolution for non-technical users
- Cross-functional communication between customers, support, and engineering teams
- Live troubleshooting and guided resolution sessions
- Technical onboarding and workflow training (individual and group settings)
- Knowledge base authorship (internal + customer-facing documentation)
- User Guides & Support Articles

TECHNICAL ACCOMPLISHMENTS

Experience supporting SaaS platforms serving 500+ dealership environments across web, email, and hosting systems.

Hands-on exposure to full website lifecycle support including domain setup, DNS propagation, SSL configuration, and production deployment troubleshooting.

Experience supporting AWS-hosted applications and troubleshooting web infrastructure dependencies.

Practical experience resolving WordPress backend and plugin-level issues affecting site functionality and email delivery.

Experience working in high-volume technical environments requiring rapid triage, prioritization, and escalation workflows.

EDUCATION

Grand Valley State University | BBA (Bachelor's of Business Administration) | GPA 3.9 | Honor's student