

KAMELDA MOORE

Digital Technology • AI-Assisted Workflows • eCommerce • Data Entry • Technical Support

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PROFESSIONAL SUMMARY

Versatile technology and operations professional with extensive experience spanning IT help desk support, high-volume financial data processing, web and eCommerce development, digital business operations, and practical use of generative AI. Founder of Kamelda's Designs LLC with hands-on experience building and supporting WordPress, Shopify, and other commerce websites; applying SEO/AEO practices; troubleshooting hosting, DNS, and platform issues; and using AI to accelerate research, content, design, troubleshooting, and application prototyping. Earlier banking experience provides a strong foundation in 10-key data entry, transaction balancing, research, documentation, accuracy, confidentiality, and deadline-driven processing. Well suited for remote data entry, eCommerce, digital operations, technical support, and AI-enabled administrative roles.

CORE SKILLS

AI & Digital	Web & eCommerce	Data & Operations
Generative AI workflows • AI-assisted research/content • Prompt development • Application prototyping • SEO/AEO	WordPress • Shopify • WooCommerce • Square Online • Wix • Elementor • Divi • Product catalogs • Theme customization	10-key data entry • Transaction balancing • Reconciliation • Research/adjustments • Documentation • Quality control

PROFESSIONAL EXPERIENCE

Founder / Web & eCommerce Developer / Digital Technology Consultant | Kamelda's Designs LLC | Ridgeway, VA | *2007–Present*

- Design, build, maintain, and troubleshoot business websites and eCommerce stores using WordPress, Shopify, WooCommerce, Square Online, Wix, Elementor, Divi, cPanel, and related platforms.
- Configure product catalogs, collections, navigation, online payments, print-on-demand integrations, mobile layouts, themes, and customer-facing eCommerce experiences.
- Perform SEO/AEO, website health, mobile usability, image alt-text, Google visibility, performance, analytics, DNS, email, and Cloudflare-related work for business websites.
- Use generative AI as a practical business tool for research, copy development, SEO/AEO workflows, troubleshooting, design ideation, prompt development, technical planning, and rapid application/workflow prototyping.
- Set up and maintain business social media profiles and pages, including account configuration, branding, content updates, platform optimization, and ongoing digital presence management.
- Provide client-facing technical support, explain technology in accessible language, document solutions, manage multiple projects, and independently resolve web, hosting, eCommerce, and digital-platform issues.

Founder / Product & Platform Development | Site Grade Pro | Remote / Digital Project | *2026–Present*

- Developed and manage a website-audit and scoring concept focused on helping website owners identify SEO, site-health, visibility, and improvement opportunities.
- Created the product positioning, digital workflows, reporting concepts, website content, pricing strategy, community/support concepts, and AI-assisted development plans for the platform.

Founder / Digital Directory & Community Platform | Explore MHC | Martinsville–Henry County, VA | *2026–Present*

- Created and manage a local online business and events directory designed to increase visibility for Martinsville–Henry County businesses, organizations, and community events.
- Manage listings, categories, website content, SEO metadata, social media, Google Business visibility, promotional campaigns, and technical troubleshooting for the platform.
- Coordinate digital outreach and community-facing content while maintaining an organized, searchable directory experience.

IT Help Desk Technician | FNB Corporation (formerly NewBridge Bank) | Reidsville, NC | 2012–Present

- Earlier responsibilities included Active Directory access administration, ATM/EFT network monitoring, vendor outage communication, second-level hardware support, and project leadership for a Windows 7 Branch Capture PC upgrade covering approximately 40 branches.
- Support user access, hardware/software troubleshooting, Microsoft/Windows-related issues, network-resource access, inventory, installations, moves, changes, and other end-user technology needs.
- Assist with creating, reviewing, and updating IT procedures that are published in Ivanti IT Service Manager's Knowledge Center, helping maintain accurate and accessible internal support documentation.
- Knowledgeable in Ivanti IT Service Manager, including day-to-day use of the application for service management, issue tracking, documentation, and support workflows.
- Provide technical support and problem resolution for employees, documenting incidents, requests, troubleshooting steps, and resolutions in the organization's IT service management environment.

Research / Adjustments Specialist | NewBridge Bank | Reidsville, NC | 2010–2012

- Researched internal and external financial transactions, unauthorized ACH/Reg E matters, Federal Reserve adjustments, subpoenas, court orders, summons, death alerts, and reclamations.
- Processed incoming/outgoing adjustments, balanced corresponding general ledger accounts, performed account maintenance, retrieved documentation, and resolved discrepancies with a high degree of accuracy.

Lead Item Processing Operator | NewBridge Bank / FNB Southeast | Reidsville, NC | 2001–2010

- Performed high-volume 10-key amount and combined-entry data processing for Inclearings and Branch Capture transactions, including items the processing software could not read.
- Balanced transaction runs, identified out-of-balance conditions, prepared customer and branch corrections, and maintained accuracy in deadline-driven financial processing.
- Assisted with Check 21 image-processing upgrades, Branch Capture PC deployment, and teller-supervisor training.

Proof Operator | Bank Services of Virginia, Inc. | Bassett, VA | 1999–2001

- Performed high-volume 10-key data entry of teller work for 10 financial institutions using NCR proof equipment; prepared Federal Reserve work and assisted with reject/re-entry and mailroom processing.
- Recognized through employee performance incentives for data-entry volume and improvement.

ADDITIONAL EXPERIENCE

Assistant Manager, Sonic Drive-In, Collinsville, VA (1998–1999) • Assistant Swing Shift Manager, McDonald's, Bassett, VA (1996–1998)

EDUCATION & PROFESSIONAL DEVELOPMENT

Patrick Henry Community College, Martinsville, VA — Information Systems Technology coursework, 1996–1997

Bassett High School — Advanced Studies Diploma, 1996

Additional training: Photoshop, HTML, Dreamweaver, Microsoft/Office training, and continuing self-directed learning in web technology, eCommerce, AI-assisted workflows, SEO/AEO, and digital platforms.

TECHNOLOGY

WordPress • Shopify • WooCommerce • Square Online • Wix • Elementor • Divi • HTML/CSS • cPanel • Cloudflare • DNS • SEO/AEO • Google Business Profile • Generative AI tools • Adobe Photoshop • Microsoft Office • Windows • Active Directory • Track-It! • Fiserv/Premier Monitoring • Optima 5.0 • Ivanti IT Service Manager • Knowledge Center documentation • Social Media Setup & Maintenance