

Joseph Lei

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PROFESSIONAL SUMMARY

IT professional with 4+ years of experience in service delivery, systems administration, and enterprise support. Skilled in automation, cross-functional collaboration, and deploying AI-driven solutions within business environments. Passionate about leveraging emerging technology to improve operational efficiency and drive measurable results.

TECHNICAL SKILLS

Coding Languages: SQL, Java, PowerShell, HTML/CSS
CRM, ITSM & Device Management: Jira, Zendesk, Salesforce, ServiceNow, Cherwell, Microsoft Dynamics, Intune, JAMF, SCCM, Azure Active Directory
Cloud & Productivity Ecosystems: Azure, AWS, Google Cloud, Power BI, Excel, Microsoft 365 Suite, Power Automate
Generative AI / LLMs: OpenAI GPT Models / ChatGPT, Claude (Anthropic), Gemini, Google AI Studio, Microsoft Copilot
Generative Media & AI Content Production: Kling 3.0, Runway, Seedance 2.0, Midjourney, Custom ComfyUI Workflows & LoRAs

WORK EXPERIENCE

ApolloID **March 2023 – Dec 2025**
Information Technology Growth Strategist New York, NY

- Collaborated with event and venue partners to integrate support systems for managing ticketing, purchases, and user experience across mobile and web platforms.
- Provided on-site and remote technical and application support, troubleshooting hardware and purchase-related issues to ensure smooth operation of client-facing systems supporting \$100K+ in monthly transactions.
- Utilized SQL to develop and maintain customer database systems, enabling data-driven support strategies and improved customer targeting.
- Contributed user feedback and testing insights that informed improvements to Apollo ID's website and mobile app UI, enhancing usability and customer experience.
- Performed password resets, account provisioning, and basic Active Directory updates for onboarding and offboarding.

Endeavor **May 2024 – Sep 2024**
Information Technology Service Delivery New York, NY

- Delivered ticketing support across multiple business units using various CRMs and ITSM platforms, ensuring timely resolution of issues in alignment with SLA requirements.
- Performed hardware support including imaging laptops, configuring workstations, setting up AV equipment, and troubleshooting peripherals.
- Developed and implemented PowerShell scripts to automate Active Directory tasks such as user provisioning, group management, and permission auditing, reducing manual workload and improving system consistency.
- Set up Teams and SharePoint for seven ERGs, managing permissions for secure file sharing and using Power Automate to streamline communication and engagement.
- Developed and integrated Copilot AI into business units, creating tailored business solutions, delivering specialized training for each unit, and establishing comprehensive knowledge bases.

AmNotify **Jan 2019 – Jan 2020**
Technical Support Administrator Hybrid / New York, NY

- Managed customer service operations for a monthly subscription with over 2,000 individuals, providing member support through Zendesk, Microsoft Teams, Slack, and Discord.
- Authored comprehensive guides and documentation on high-value software, empowering members with the knowledge to navigate and leverage these tools efficiently.
- Guided members in setting up AWS EC2 virtual machines, ensuring a smooth onboarding process for those configuring servers without technical backgrounds.
- Collaborated with marketing and sales teams to analyze customer feedback data, leading to targeted campaigns that resulted in a 15% increase in customer acquisition.

INTERESTS

Generative media, LLMs, and AI automation, with a focus on applying emerging AI tools to digital media, business workflows, and marketing. Built and managed AI-driven Instagram marketing projects that reached 100K+ followers and generated 8M+ monthly organic video impressions across U.S. audiences.

EDUCATION

Brooklyn College Brooklyn, NY
Bachelor of Science – Information Systems, Specialization in Computer Science