

DERON CAMPBELL

CUSTOMER SUPPORT | DIGITAL OPERATIONS | FINTECH

Jamaica | 1876-839-7636 | deroncampbellcd@gmail.com

PROFESSIONAL SUMMARY

Customer-focused digital operations professional with over 10 years of experience managing online businesses, websites, digital platforms, and customer communications. Skilled in resolving technical problems, explaining complex information clearly, creating support materials, and managing multiple responsibilities independently. Holds a Bachelor of Science in Computer Science and offers practical knowledge of fintech, cryptocurrency, online payments, server management, email infrastructure, and digital marketing.

CORE SKILLS

Customer Service & Client Communication • Email & Online Support • Technical Troubleshooting • Customer Follow-up • Issue Documentation • Fintech & Cryptocurrency • DigitalOcean • Zoho Mail • DNS & SSL • Adobe Premiere Pro • Adobe Photoshop • Content Creation • Research & Problem-solving

PROFESSIONAL EXPERIENCE

Founder and Digital Operations Manager | September 2024–Present

DERON, LLC / PROJECT DAC LIMITED

- Manage daily operations for a technology and digital media company operating websites, online platforms, and customer-focused services.
- Respond to customer and client questions, explain services, and provide support through email and online communication.
- Investigate website, account, payment, email, and access-related issues; follow up to help ensure successful resolution.
- Set up and manage DigitalOcean cloud servers, website hosting, domains, DNS records, SSL certificates, content management systems, and third-party integrations.
- Configure Zoho Mail business email infrastructure, including domain verification, MX records, SPF, DKIM, and user accounts.
- Maintain company correspondence, payments, administrative records, tax information, and other business documentation.
- Create tutorials, informational content, and step-by-step guides that make technical subjects easier to understand.

Independent Digital Business and Marketing Specialist | 2015–Present

Self-Employed

- Build and manage websites and digital platforms covering finance, cryptocurrency, real estate, technology, travel, and online business.
- Communicate with customers and clients, answer questions, provide updates, and assist with service-related concerns.
- Diagnose website and campaign issues through testing, research, analytics, and browser-based troubleshooting.
- Create articles, landing pages, tutorials, promotional materials, videos, and social media content for varied audiences.
- Edit video content in Adobe Premiere Pro and create website, advertising, and social media graphics in Adobe Photoshop.
- Apply practical knowledge of affiliate marketing, CPA marketing, SEO, content creation, and online customer acquisition.

SELECTED PROJECTS

Founder and Platform Manager

Yaadroom.com

- Develop and manage a Jamaican real estate platform that helps people discover properties and better understand homeownership.
- Research housing, mortgages, affordability, and property ownership; create clear content for prospective homeowners.
- Manage website operations, content, user experience, and digital strategy.

Founder and Crypto Content Creator

Satosage.com

- Manage a cryptocurrency and fintech blog covering Bitcoin, Ethereum, Solana, decentralized finance, staking, wallets, and blockchain security.
- Research financial products and technical concepts and convert them into clear, understandable educational content.
- Maintain current knowledge of digital payments, blockchain technology, online investing, and emerging fintech products.

EDUCATION

Bachelor of Science in Computer Science | 2023

The University of the West Indies

Calabar High School | Graduated 2015

Eight CSEC subjects • Nine CAPE units

TECHNICAL SKILLS

Servers and websites: DigitalOcean, Linux server setup, website hosting, domains, DNS, SSL, CMS administration, HTML, JavaScript, and PHP/Laravel fundamentals

Email infrastructure: Zoho Mail, domain verification, MX records, SPF, DKIM, business email accounts, and email marketing integrations

Creative software: Adobe Premiere Pro and Adobe Photoshop

Digital platforms: Google Workspace, Microsoft Office, analytics, tracking tools, cryptocurrency wallets, online payment platforms, and email marketing systems

ADDITIONAL INFORMATION

Based in Jamaica • Fluent in English • Experienced in independent remote work • Comfortable learning new customer service, financial, and technical systems