

Amber Lerma

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PROFESSIONAL SUMMARY

Operations-focused administrative professional with 10+ years of experience supporting leadership, optimizing workflows, and driving operational efficiency in fast-paced environments. Known for taking initiative beyond traditional administrative responsibilities to improve processes, implement systems, and serve as a reliable operational partner. Skilled in document creation, workflow design, and cross-functional coordination, with a proven ability to bring organization, clarity, and efficiency to growing teams.

PROFESSIONAL EXPERIENCE

Soul of Chiron Creations, LLC

Mar 2020 – Present

Owner / Operations & Design Lead

- Designed and developed branded digital and print materials, including custom forms, templates, and business documents
- Built and maintained e-commerce platforms (e.g., Shopify), including product setup, content management, and customer experience optimization
- Managed end-to-end business operations, including workflow design, customer communication, and order processing
- Created structured documentation systems and templates to improve efficiency and usability
- Utilized tools such as Microsoft Word (Developer tools), Excel, and design platforms to produce professional-grade deliverables

Whitaker Insurance Associates, Inc.

Mar 2022 – Apr 2026

Administrative Operations Coordinator (Receptionist / Commercial Support)

- Acted as the central operational hub of the office, coordinating client communication, workflow management, and daily business operations
- Provided high-level administrative and operational support to ownership, regularly performing executive-level administrative and operational support functions
- Designed and implemented custom forms, fillable PDFs, and workflow tools that streamline processes and improve operational efficiency
- Maintained and organize client data within Applied Epic, ensuring accuracy, accessibility, and compliance
- Identified inefficiencies and independently develop process improvements to support scalability and consistency
- Balanced multiple priorities in a fast-paced environment, maintaining professionalism, accuracy, and strong follow-through

Government Personnel Mutual (GPM) Life Insurance

Aug 2018 – Oct 2021

New Business Case Manager / Executive Support to VP, Customer Service

- Processed insurance applications and supporting documentation with a high level of accuracy to keep cases moving efficiently through underwriting
- Provided direct administrative and operational support to the VP of Customer Service, regularly handling work that functioned at an executive-assistant level
- Coordinated with agents, vendors, and internal departments to resolve documentation needs and maintain workflow continuity
- Tracked policy replacement and case-related information in Excel while supporting organized, compliant recordkeeping

JPMorgan Chase

Jul 2011 – May 2018

Business Online Technical Support Specialist / Escalation Point

- Served as a key escalation contact for complex issues involving online banking access, functionality, and account support for business and personal clients
- Troubleshoot technical and account-related concerns while partnering with branch and regional contacts to resolve high-priority cases
- Balanced customer service, technical support, and research responsibilities in a corporate environment that required accuracy, judgment, and professionalism

Sam's Club

Oct 2009 – Jul 2011

Front-End Supervisor

- Supervised front-end operations for a high-volume retail environment, overseeing a team of approximately 20-30 associates
- Managed daily scheduling, break and lunch coordination, and real-time floor coverage
- Resolved escalated customer service issues and supported multiple departments as needed
- Maintained operational flow across multiple departments, adapting to real-time staffing and business needs

Melrose

Nov 2006 – Jul 2009

Assistant Manager

- Supported store operations including staffing, scheduling, inventory, customer service, and sales-floor management
- Assisted with hiring, training, and supervising team members
- Handled customer service escalations and operational issues

CORE SKILLS

- Executive & Administrative Support
- Operations Coordination
- Process & Workflow Improvement
- Advanced Microsoft Office Suite (Microsoft 365): Word, Excel, Outlook
- Applied Epic Insurance Software
- Document & Form Creation
- Client Communication & Service
- Problem Solving
- Data Entry & Records Management
- Shopify & E-commerce Operations

EDUCATION

GED