JOY WILSON

Customer Operations · Support & Enablement · People Leadership

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PROFESSIONAL SUMMARY

At the core of everything I do is people. Customers, direct reports, teammates. I build trust quickly, create environments where people want to do their best work, and stay genuinely invested in the humans around me long after the metrics are already good. That people-first instinct is what drives everything else: the systems I build, the teams I develop, and the results I deliver. With 10+ years in customer operations across SaaS, fintech, and regulated industries, I have built support functions from scratch, led engineering sprints, owned product launches, and walked customers through every stage of their journey. The metrics are real: CSAT from 30% to 98%, repeat inquiries down 70%, response times cut by 97%, 100+ sprints delivered. But the thing I am most proud of is the people I helped get there.

CORE COMPETENCIES

People Leadership & Team Development	Support Org Build & Scaling	Customer Onboarding & Adoption
Knowledge & Documentation Systems	Cross-Functional Program Management	Voice of Customer Programs
Zendesk Admin & CX Tooling	Agile / Scrum Delivery Leadership	Metrics, Dashboards & Reporting

PROFESSIONAL EXPERIENCE

Manager of Client Delivery | TechnologyAdvice *Nov 2025 - Present · Remote*
B2B technology media and demand generation company connecting enterprise tech buyers with top vendors.

- Stepped into a multi-team delivery operation mid-turbulence and stabilized it. Mapped the gaps, built the documentation, and got SLA reporting in place so leadership could see problems before they became client issues.
- Rebuilt onboarding and enablement materials that had not kept pace with team growth, directly reducing ramp time for new delivery staff and improving execution consistency across the board.
- Became the go-to escalation point for anything crossing Sales, CS, Fulfillment, and Product at once, staying calm and focused until the issue was resolved.
- Built structured reporting on delivery health, SLA adherence, and team performance, giving leadership the visibility needed to make decisions proactively rather than reactively.
- Recognized by leadership for bringing clarity, structure, and a steady hand to a fast-moving, ambiguous environment.

Marketing & Communications Project Manager | Suralink *Dec 2024 - Sept 2025 · Salt Lake City, UT*
Fast-growth SaaS platform for client collaboration and workflow management in accounting and professional services.

- Owned end-to-end project management for a dual-product launch and full company rebrand running simultaneously. Eight-plus stakeholder groups, 200+ tracked tasks, every single deadline met.
- Built Suralink's webinar program from nothing: designed the content strategy, recruited speakers, built HubSpot nurture campaigns, and managed execution across ON24 and Zoom. The program became a repeatable engine for pipeline and awareness.
- Launched the company's first Sendoso gifting campaign in EMEA, personally defining the target accounts and designing the outreach sequence. Closed three new enterprise accounts as a direct result.
- Created the company newsletter template that is still in use today, and managed ongoing campaign performance in HubSpot, adjusting based on what the data showed rather than what felt right.
- Produced customer-facing adoption resources and product communications that helped existing accounts navigate major transitions without losing confidence in the platform.

Scrum Master / Project Lead | Suralink *Oct 2022 - Dec 2024 · Salt Lake City, UT*

- Took over all three engineering teams overnight when a colleague moved into product. 45+ developers, three separate sprint cadences, zero handoff documentation. Got it under control and kept it there for two years.
- Facilitated 100+ biweekly sprints with a consistent focus on delivery quality, team morale, and honest retrospectives where people actually felt safe to say what was not working.
- Built Jira dashboards that gave leadership real-time visibility into support health, escalation trends, technical debt, and customer-impact risks. Leadership used them to make decisions, not just to report progress.
- Advocated for customer-impacting issues in engineering prioritization meetings, using ticket data and customer feedback together to make the case for what needed to move up the list.
- Managed SOC 2 audit evidence collection across all engineering teams. First attempt, zero findings.
- Owned new-hire onboarding for 75+ employees across every function, and built a Jira automation covering 100+ IT provisioning tasks per person that saved hours of manual coordination every time someone joined.
- Stepped into internal product design for a new tooling initiative: wrote the specs, created the tickets, and managed the sprint delivery from start to finish.

Customer Support Manager | Suralink *Sept 2021 - Oct 2022 · Salt Lake City, UT*

- There was one support rep when I joined. I wrote every job description, reviewed thousands of applications, hired the team, and built every SOP, escalation framework, and Zendesk workflow from scratch. By the end, customer support was something the company was genuinely known for.
- Drove CSAT from ~30% to 98%, cut average chat response from 12 minutes to under 30 seconds, and reduced email response from four days to same-day. Those results came from caring about whether customers actually succeeded, not just whether tickets got closed.
- Built the company's first knowledge base from nothing, writing every article personally until the team grew enough to contribute. Repeat customer inquiries dropped 70% because customers could finally find answers themselves.
- Led live Zoom training sessions with customers who were struggling with adoption, often expanding those sessions to train entire departments when the customer found the guidance valuable enough to share internally.
- Ran full performance reviews, had real career development conversations, and coached team members through hard situations. Watched people who had never worked in SaaS before grow into confident, capable professionals.
- Secured a dedicated developer resource for technical support tickets by pushing my way into engineering meetings and making the case with data. Technical resolution times dropped significantly as a result.
- Established a Voice of Customer feedback loop that translated front-line support patterns into product and engineering input, directly influencing what got prioritized and built.

Customer Service Specialist | Bluevine *Jan 2021 - Sept 2021 · Remote*
Fintech startup providing banking and financing solutions for small and medium-sized businesses.

- Asked to help clear the email backlog. It was 12,000 tickets. Cleared it in under a week by working through it systematically, researching every issue, and making sure every customer got a real response, not a template.
- Helped build Bluevine's first digital support team from scratch: wrote the SOPs, participated in hiring, trained new team members, and set up quality monitoring frameworks. Call volume dropped about 40% once the team was fully running.
- Supported small business owners with complex banking and financing questions in a regulated fintech environment, handling escalations calmly and resolving them in a way that restored customer confidence.

Customer Service Representative | my529 *2021 · Salt Lake City, UT*
Utah's official 529 education savings plan; state-administered financial services program.

- Supported account owners through contributions, withdrawals, rollovers, and account updates, becoming the person customers could rely on when the process felt complicated or confusing.
- Maintained fast response standards in a regulated financial services environment, consistently delivering clear and accurate guidance on products that directly affected families' long-term savings.

Customer Solutions Rep / Metrics / Communications | Utah Higher Education Assistance Authority (UHEAA) *Apr 2017 - Jan 2021 · Salt Lake City, UT*
State agency supporting student borrowers with loan repayment programs.

- Moved through three distinct roles in four years, each based on performance: inbound support, delinquency metrics outreach, and digital communications. The progression was not handed to me.
- On the delinquency outreach team, worked with borrowers who were in genuinely stressful situations and found real solutions for people who thought they had none. That experience shaped how I approach every difficult customer conversation.
- Helped design and launch UHEAA's first email and chat support channels, building the SOPs, templates, and response frameworks that the team ran on for years after. Response efficiency improved by about 30%.
- Recognized for empathetic communication and operational consistency in a high-volume, high-stakes environment where the customers were often anxious and the details had to be exactly right.

Shift Supervisor | Starbucks *2016 - 2019*

- Progressed from barista to shift supervisor through consistently strong performance. Responsible for team placement, daily task assignment, inventory management, ordering, and supporting the store manager with scheduling.
- Led a team of hourly staff through busy shifts with a focus on keeping morale high and service quality consistent, even when things got hectic. That early experience of earning a team's trust while managing in real time has stayed with me.

SYSTEMS & TOOLS

CX Platforms: Zendesk (Admin), Salesforce CRM, Multi-channel Support Systems | **Project & Engineering:** Jira, Confluence, Monday.com, Agile/Scrum

Data & Analytics: Tableau, Excel (VLOOKUPs, SUMIFs), Advanced JQL, SQL (coursework) | **AI & Automation:** AI-assisted documentation, workflow automation, Prompt Engineering (in progress)

Marketing & Growth: HubSpot, Sendoso, ON24, Zoom | **Collaboration:** Slack, Google Workspace

CERTIFICATIONS

Certified Scrum Master (Scrum Alliance) · SQL & Tableau Coursework · Advanced JQL · Prompt Engineering (In Progress)