

JOY WILSON

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PROFESSIONAL SUMMARY

Operations and program management professional with 7+ years of experience scaling teams, leading cross-functional initiatives, and delivering measurable improvements in efficiency, customer satisfaction, and business growth. Background spans customer support leadership, Agile/Scrum project delivery, and marketing operations. Recognized for aligning stakeholders, creating scalable processes, and thriving in both startup and growth-stage environments.

SKILLS & TOOLS

Skills

Operations Leadership, Process Optimization, Program Management, Strategic Planning, Risk & Escalation Management, KPI Development, Stakeholder Alignment, Agile/Scrum, Performance Management, Data-Driven Decision Making

Tools

Jira (Admin, Automations, JQL Queries), Confluence, Smartsheet, Monday.com, Zendesk (Admin), Salesforce, HubSpot, Slack Automations, ON24/Zoom, Google Workspace, Microsoft Teams

PROFESSIONAL EXPERIENCE

Suralink | A fast-growing SaaS startup providing a cloud-based client collaboration and workflow platform for accounting and professional service firms.

Marketing & Communications Project Manager | Dec 2024 – Sept 2025 | Salt Lake City, UT

- Directed dual product launch and full company rebrand, aligning cross-functional stakeholders to deliver 100% of milestones on time.
- Designed and executed 15+ multi-channel campaigns, generating a 35% increase in qualified leads.
- Built and scaled the first webinar program, managing content, speakers, alliances, and promotions.
- Developed repeatable processes (newsletter, alliance playbook) that improved alignment and sustained adoption.
- Implemented a new vendor solution, reducing costs by 75% while increasing usability and adoption.

Scrum Master / Project Lead | Oct 2022 – Dec 2024 | Salt Lake City, UT

- Facilitated Agile ceremonies for three engineering teams (~24 developers), improving sprint planning, retrospectives, and delivery cadence.
- Directed SOC 2 audit program, coordinating evidence collection across functions to achieve certification.

- Created Jira automations and Confluence dashboards that improved visibility into velocity, KPIs, and performance.
- Partnered with engineering to deliver an AI-powered feature, deployed to production and adopted by 100+ client firms.

Customer Support Manager | Sept 2021 – Oct 2022 | Salt Lake City, UT

- Scaled customer support from 1 to 10+ agents, implementing SOPs, onboarding, and training programs.
- Improved CSAT from ~30% to 98% while cutting average resolution times by over 80%.
- Conducted performance reviews, comp cycles, 1:1 coaching, and managed hiring decisions.

Bluevine | Fintech startup (during my tenure) providing banking and financing solutions for small and medium-sized businesses.

Senior Customer Support Specialist | Jan 2021 - Sept 2021 | Salt Lake City, UT

- Cleared 12,000+ email backlog in one week, restoring customer trust and enabling launch of dedicated email/chat team.
- Designed SOPs, trained staff, and supported onboarding of new hires.
- Resolved 1,200+ customer inquiries monthly via phone and email, consistently exceeding performance targets.

EARLIER CAREER EXPERIENCE

Utah Higher Education Assistance Authority (UHEAA) | *State agency supporting student borrowers with loan repayment and financial aid programs.*

Customer Solutions Representative / Metrics / Communications | Apr 2017 – Jan 2021 | Salt Lake City, UT

- Supported borrowers with repayment inquiries and delinquency solutions, consistently meeting performance goals. (Advanced from inbound support to metrics team and communications team.)

Starbucks | Global coffeehouse and retail company.

Barista / Shift Supervisor | Sept 2015 – Apr 2017 | Salt Lake City, UT

- Promoted from barista; led daily operations for 15+ employees, managed scheduling, inventory, and task delegation.
- Trained and coached team members to deliver consistent customer experience.

EDUCATION & CERTIFICATIONS

- **B.S. Supply Chain & Operations Management (In Progress)** — Western Governors University
- Certified Scrum Master (Scrum Alliance), Writing Complex JQL Queries in Jira, Prompt Engineering (Coursera - In Progress)