

# JOY WILSON

## SUMMARY

Agile-certified growth marketing and operations professional with 10+ years of experience spanning customer support, project delivery, and demand generation in SaaS environments. Proven ability to **scale agile practices, drive lead acquisition, and optimize customer experiences** through data-driven decision-making and cross-functional collaboration. Recognized for **transforming processes, leading high-performing teams, and delivering measurable business impact** across customer success, engineering, and marketing functions.

## EXPERIENCE

### Growth Marketing Coordinator

Suralink | Salt Lake City, USA | December 2024 - August 2025

- Drove a **35% increase in lead generation** and secured **1,000+ qualified prospects** by executing 15+ integrated growth initiatives.
- Expanded joint marketing efforts by **20%** through cultivating and managing 15+ alliance partnerships with 100% contract compliance.
- Elevated brand visibility by **leading large-scale events** from strategy through execution, including vendor management, logistics, and promotional campaigns.
- Designed and launched **multi-channel lead nurturing and acquisition campaigns**, directly aligned with company growth goals.
- Improved executive decision-making by ensuring **CRM data accuracy** and producing actionable performance reports.
- Partnered with cross-functional teams to leverage **customer insights**, optimize campaign performance, and inform strategy.

### Scrum Master - Product Development & Engineering

Suralink | Salt Lake City, USA | October 2022 - December 2024

- Facilitated **50+ Scrum and Kanban ceremonies**, boosting cross-functional collaboration and accelerating sprint completion rates.
- Reduced onboarding time by **40%** through the creation of standardized process documentation.
- Shortened delivery timelines by **15 days on average** by streamlining sprint planning and backlog management, cutting cycle times by 30%.
- Enhanced product quality by integrating customer feedback, resolving dependencies, and improving release management processes, which increased release frequency and reduced defects.
- Strengthened team retention by contributing to hiring, onboarding, and mentoring initiatives.
- Drove throughput improvements by analyzing performance data to identify and eliminate bottlenecks.

### Customer Support Manager

Suralink | Salt Lake City, USA | September 2021 - October 2022

- Reduced Tier 1 escalation response times from **12 minutes to under 30 seconds**, driving measurable improvements in customer satisfaction.
- Boosted support team efficiency by **18%** through data-driven analysis of performance metrics and workflow optimization.

## CONTACT

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## SKILLS & TOOLS

**Marketing & CRM:** HubSpot (Automations), Salesforce, Zendesk (Admin), Lead Generation, Campaign Management, Customer Acquisition, Alliance Partnerships

**Agile & Project Management:** Certified Scrum Master (CSM), Jira (Admin + JQL Queries, Automations), Kanban, Monday.com, Trello, Miro, Process Improvement, Release Management

**Collaboration & Communication:** Slack (Automations), Zoom, Microsoft Teams, Google Workspace, Servant Leadership, Facilitation, Cross-Functional Collaboration

**Data & Analysis:** CRM Data Management, Reporting & Dashboards, Performance Metrics Analysis, Customer Insights, Continuous Improvement

**AI:** OpenAI, Copilot

## CERTIFICATIONS

- Certified Scrum Master (Scrum Alliance)
- Writing Complex JQL Queries in Jira

- Increased accountability and performance alignment by implementing a **quarterly goal-setting and feedback system**.
- Directed and motivated a high-performing team of Tier 1 Technical Support Engineers, ensuring consistent delivery of client success.
- Collaborated with leadership to resolve escalations for key accounts, safeguarding relationships and minimizing churn risk.

#### **Senior Customer Support Specialist**

*BlueVine | Salt Lake City, USA | January 2021 - September 2021*

- Enhanced customer retention by **20%** through cultivating strong relationships with small business clients and delivering proactive support.
- Consistently exceeded performance targets, ranking among the **top support performers** across satisfaction, efficiency, and quality KPIs.
- Resolved **1,200+ customer inquiries monthly** via phone, email, and chat, driving a **15% increase in customer satisfaction scores**.
- Cleared a backlog of **12,000+ emails in one week**, initiating the creation of a dedicated Email and Chat Support Team.
- Acted as a customer advocate by providing product and service insights to leadership, directly influencing service enhancements.
- Championed an inclusive team culture, improving **employee engagement and retention** within the support organization.

#### **PROFILE FOR ADDITIONAL WORK HISTORY**

- [www.linkedin.com/in/joy-b-wilson/](https://www.linkedin.com/in/joy-b-wilson/)

#### **REFERENCES**

References available upon request.