

SAN FRANCISCO, CA 94123  
(415) 629-6169  
JARRETT.CARLSTON@GMAIL.COM  
[www.linkedin.com/in/jarrettcarlston/](http://www.linkedin.com/in/jarrettcarlston/)

# JARRETT CARLSTON

---

**10 years of experience specializing as a Support Operations Manager, Business Development Professional and Content Creator looking to apply my knowledge to similar roles**

## SKILLS

Salesforce • Hubspot • Zoho • Google Workspace • Copywriting • UI/UX Testing • Integration Testing • Community Outreach and Management • SaaS Sales • Public Speaking

## EXPERIENCE

### **Care On The Way, San Francisco — *Consultant***

MAY 2019 - PRESENT

- UI/UX web/mobile usability testing and feedback, integration testing and bug reporting resulting in the streamlining of the development team
- Copywriting, content creation, proofreading and correction
- Business Development in the form of in person trade events

### **Broke Ass Stuart, San Francisco — *Content Creator and Journalist***

DECEMBER 2021 - PRESENT

- Responsible for the creation of engaging, entertaining and informative articles around Bay Area sports and the local art scene
- Social media outreach to attract new readers and subscribers to help drive advertising and site revenues
- Top performing articles reaching between 1,900-2,600 unique views

### **Drink Perfect, San Francisco — *Business Development Specialist***

OCTOBER 2018 - APRIL 2019

- Led operations and strategic direction with the CEO helping launch the Drink Perfect app
- Created a more responsive, market driven organization resulting in increased business acquisition by 80% to the app
- Opened new market channels, establishing strategic alliances resulting in user acquisitions through various inperson meetups and events
- Expertise in Manual Testing ,UI/UX Testing, Integration Testing directly saving money and time spent by the development team

**Shift, San Francisco — Senior Sales Development Representative**

JANUARY 2016 - JANUARY 2017

- Responsible for increasing the overall sales and acquisitions of the Shift Vehicle fleet by 50%
- Followed and maintained leads from beginning to end through an organized Salesforce lifecycle
- Met and exceeded higher quota totals as a senior sales rep closing 25 deals a week

**BTCJam, San Francisco — Head of Customer Support and Anti Fraud**

NOVEMBER 2014 - DECEMBER 2015

- Hired, trained and developed top performing customer support specialist and anti-fraud teams
- Used strategic data analysis on operations metrics and analytics to ensure that levels of customer experience and customer satisfaction were above 90% with an emphasis on ways to improve overall service and CRM workflows while documenting and reporting those metrics directly to the CEO
- Responsible for writing and building out the knowledge base content directly reducing incoming support tickets
- Managed the debugging and quality assurance processes for product launches alongside the engineering and product teams

**Wix, San Francisco — Product Specialist and Account Services Support Team Lead**

JANUARY 2010 - NOVEMBER 2014

- Launched the San Francisco office as 1 of 8 individuals answering phones and quickly became both the product specialist and billing support teams manager (10-13 agents each) within one year
- Created new methods and policies to account for the growth of 6 million to 20 million users
- Proved adaptable by using collaborative skills while working internationally and cross-functionally in coordination with various developers and product managers while being a key contributor to the development of our Ecommerce, mobile and billing products via feedback and usability testing with the end user
- Constantly made myself available to learn from and meet our user base personally via presentations on search engine optimization (SEO), design and functionality at numerous tech meetups and panel talks
- Directly reduced churn and cancellations that came through the call center by 50% by handling all deescalation and cancellation calls.

**EDUCATION**

**Diablo Valley College Computer Science**

**UC Berkeley UX/UI Design Bootcamp**

**University System of Maryland**

**ENES608.1: Product Management Fundamentals; [81c3616a9186457b862a4b71bf8619eb](#)**