Kevin Daysal

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Passionate technology enthusiast with a diverse background in operations management, data analytics, SaaS client service and Agile product development. Seeking to leverage my technical aptitude and client facing skills to help technology companies scale business for rapid growth.

Core Strengths

• 6 years of proven success and professional development in rapid growth, SaaS start-up environments
• 1 year of Agile/Scrum Product Owner experience servicing cross-functional stakeholders
• Highly proficient in Excel, Jira, Confluence, Salesforce, PowerPoint, Outlook, Word
• Clear and professional communication skills, both verbal and written
• Collaborates well with diverse product and technology teams in fast paced, high output environments
• Strong passion for exceeding clients' expectations and troubleshooting challenging technical issues

Employment Experience

BrightLink: (<u>www.thebrightlink.com</u>)   Atlanta, GA: Nov 2020 to present

SaaS Customer Support Specialist – Client Success
• Drive customer adoption of BrightLink's core software product (Clarus) via Jira ticketing systems
• Create training materials to guide clients in their journey from first-time users to subject matter experts
• Resolve highly technical inquiries requiring working knowledge of HTML, CSS, SQL, and ETL of raw data
• Consistently meet company SLAs while launching > 2X the number of new clients compared to 2020

Evestment (a NASDAQ company):   Atlanta, GA: Dec 2015 to Apr 2020

Professional Services Analyst (Mar 2019 to Apr 2020)
• Consulted with new and existing clients to translate their primary business goals into actionable solutions
• Onboarded investors, consultants and asset managers to our Analytics platform via live WebEx workshops
• Launched a data gap analysis initiative that paved the way to secure funding for a new Power BI data model
• Managed end delivery of a market intelligence project that grew into a $10k/report revenue generator
• Directly contributed to the Professional Services team surpassing $1M in YOY revenue in Q4 2019

Product Owner (Aug 2017 to Aug 2018)
• Worked closely with the product manager to translate business road maps into prioritized release plans
• Built strong relationships with key stakeholders by hosting discovery sessions and defining MVP requirements
• Created hundreds of user stories in Jira and prioritized work with developers in backlog grooming sessions
• Managed all aspects of Scrum ceremonies including sprint planning, reviews, product demos and stand-ups
• Maintained detailed decision logs and sprint artifacts in Confluence for maximum visibility to stakeholders
• Planned, organized and facilitated user acceptance testing with end users and project stakeholders

Client Service Analyst - Omni Source (Dec 2015 to Aug 2017)
• Dedicated SaaS analyst supporting world-wide client base through daily telephone and email interactions
• Successfully resolved over 2,000 client inquiries via Salesforce and bug-tracking software (Jira)
• Solicited missing data from at-risk clients by engaging in proactive outreach campaigns each quarter
• Built VBA macros in Excel that reduced the average processing time of Omni usage reports by 50%
• Exceeded all client sentiment KPI goals, enabling Omni to achieve a 52 on NPS surveys in 1H 2017

United Parcel Service: Atlanta, GA: Jun 2009 to Dec 2015

Corporate Segment Marketing Specialist (World HQ: Aug 2013 to Dec 2015)
• Deployed enhancements to our most widely used international web-based sales tool (VET)
• Leveraged Camtasia and PowerPoint to create new training materials for the sales force
• Managed distribution of thousands of sales leads via Microsoft Access and SQL databases
• Responsible for compiling weekly volume/revenue/sales reports and distributing to managing directors
• Reviewed and published over 100 user-submitted documents to our internal knowledge sharing platform
• Developed new process for assigning industry classification to 20+ major accounts each month
• Worked with international marketing teams to rebrand and translate hundreds of presentation decks

Operations Supervisor (Roswell, GA: Oct 2010 to Aug 2013)
• Supervised Air Recovery staff of 7 loaders while ensuring compliance to TSA and FAA regulations
• Directly accountable for processing (on avg) over 2,000 Next Day Air parcels per day
• Trained at district level in Air-Dangerous-Goods and hazmat acceptance auditing
• Successfully managed record high volume loading zones and puck sort through consecutive peak seasons

Package Handler (Roswell, GA: Jun 2009 to Oct 2010)
• Joined UPS in 2009 as a part-time package handler / forklift operator while earning my B.S. degree at GA Tech

The UPS Store: Alpharetta, GA: Apr 2012 to Aug 2013

Sales Associate (part-time while also working at UPS)
• Processed domestic and international shipments, sold in-store mailboxes and resolved customer complaints
• Refined skills with document finishing services, Point-of-Sale, custom printing jobs and mailroom processes
• Exceeded store revenue targets throughout 2013 by helping to build a strong, loyal customer base

Educational Background and Certifications

The Georgia Institute of Technology (Atlanta, GA):

• Dates attended: May 2004 to Dec 2009
• Degree earned: Bachelor of Science in Management
• Department: Scheller College of Business
• Graduation Date: December 12, 2009

Certified Scrum Master (CSM):
• Vendor: Leading Agile
• Dates active: 9/19/2017 to 9/19/2019 (expired)
• Scrum Alliance Certificate ID: 682943

Certified Scrum Product Owner (CSPO):
• Vendor: Bearded Eagle
• Dates active: 8/20/2017 to 9/19/2019 (expired)
• Scrum Alliance Certificate ID: 682943

Private Pilot – Airplane Single Engine Land:
• Program: Yellow Jacket Flying Club (GA Tech)
• Dates active: 4/9/2016 to present
• FAA Certificate No. 3858640

Professional references available upon request