**Kevin Daysal**  
[kdaysal123@gmail.com](mailto:kdaysal123@gmail.com)

 770-329-4524

**SUMMARY**  
Experienced technology professional with a diverse background in operations management, data analytics, SaaS client service and agile product development. Seeking to leverage my passion for SaaS technology to help cutting-edge tech companies scale business for rapid growth.

# PROFESSIONAL EXPERIENCE

**BrightLink – Roswell, GA**

*SaaS Technical Support Specialist**(Nov 2020 – present)*

* Drive customer adoption of our Clarus product via Jira ticketing systems, requirements gathering calls, and live training sessions.
* Resolve highly technical inquiries requiring working knowledge of HTML, CSS, SQL, and integrations with 3rd party provider systems.
* Exceeded company SLA goals in 2H 2021 while BrightLink was launching more than twice the number of net new clients as compared to 2020.

**Evestment (a NASDAQ company) – Atlanta, GA**

*Professional Services Analyst (Mar 2019 to Apr 2020)*

* Successfully onboarded dozens of investors, consultants, and asset managers to our Analytics platform via live WebEx workshops.
* Managed end delivery of a market intelligence project that grew into a $10k/report revenue generator in 2H 2019.
* Launched a data gap analysis initiative that paved the way to secure funding for a Power BI data model (exclusively for the PS team).

**Evestment (a NASDAQ company) – Atlanta, GA**

*Product Owner (Aug 2017 to Aug 2018)*

* Consulted with new and existing clients to translate their primary business goals into actionable solutions.
* 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, sprint reviews, product demos, retrospectives, and daily stand-ups.
* Maintained detailed decision logs and sprint artifacts in Confluence, increasing stakeholder visibility by ~35% (page views).
* Planned, organized, and facilitated User Acceptance Testing with project stakeholders in accordance with Definition of Done.

**Evestment (a NASDAQ company) – Atlanta, GA**

*Client Service Analyst (Dec 2015 to Aug 2017)*

* Dedicated SaaS analyst supporting world-wide client base through daily telephone, email, and WebEx interactions.
* Successfully resolved over 2,000 client inquiries via Salesforce and bug-tracking software (Fogbugz, Jira).
* Solicited missing data from at-risk clients by engaging in proactive outreach campaigns, increasing DB population by ~6% in 2H 2017.
* 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**

*Corporate Segment Marketing Specialist (Aug 2013 to Dec 2015)*

* Deployed enhancements to our most widely used international web-based sales tool (Value Estimator Tool).
* Leveraged Camtasia and PowerPoint to create new training materials for the global sales force.

# Portfolio Website

# <https://kdaysal.github.io/portfolio-website/>

# TECHNICAL SKILLS

**Project Management:**

Atlassian Jira / Confluence,

Agile Scrum, Salesforce, Trello, Balsamiq, Excel, Access, PowerPoint, Power BI,

CSM and CSPO methodologies

**Proficient / Most-Used:**

JavaScript, HTML, CSS, SQL, React

**Familiar:**

Angular, TypeScript, Python, MongoDB, Node, Express, VBA, REST(ful) APIs, Bootstrap, jQuery, Git, GitHub, Heroku, Firebase

EDUCATION

**CareerFoundry**

### Certificate in Full-Stack Web Development

### Berlin, Germany (remote)

### Jan 2022 – Aug 2022

### Georgia Institute of Technology

### B.S. degree in Management

### Atlanta, GA

### May 2004 – Dec 2009

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**Core Strengths**  
• 6+ years of proven success in rapid growth SaaS start-up environments

• 1 year of Agile/Scrum CSPO and CSM experience

• Collaborates well with diverse product and technology teams

• Strong passion for continuous learning and self-improvement

# PROFESSIONAL EXPERIENCE (continued)

* 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 and CSMs.
* 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 corporate sales presentation decks.

**United Parcel Service – Roswell, GA**

*Operations Supervisor (Oct 2010 to Aug 2013)*

* Supervised Air Recovery staff of 7 loaders while ensuring compliance to TSA and FAA regulations. Directly responsible for processing over 2,100 (daily avg) Next Day Air parcels per day.
* Trained at district level in Air Dangerous Goods and Hazmat Acceptance Auditing for the Roswell local sort.

# PROJECTS - All repositories available at <https://github.com/kdaysal>

**myFlix (React CRUD app) -** <https://kdaysal-myflixapp.netlify.app/>

* Single page CRUD web app allowing users to browse movies, explore directors/genres, favorite movies (persisting data between sessions) and update their profile info. Client-side app hosted on Netlify.
* Developed using React.js, JavaScript, Node.js and Parcel build tools while adhering to a Flux design pattern.
* Interacts with a REST API (built with Express / hosted on Heroku) and database (MongoDB Atlas) to register new users, login via secure password hashing and authenticate using JSON Web Tokens.

**Meet (PWA) -** <https://kdaysal.github.io/meet/>

* Progressive Web Application that fetches data from the CareerFoundry Google Calendar API to display event details and data visualizations about various technology meetups happening around the world.
* Users can filter displayed events by city, show / hide event details, and add the app as a shortcut to desktops / mobile devices.
* If there is no internet access, the app uses cached data from previous sessions to display features (where possible) rather than an error page.
* Built with React.js and Node.js. Employs a TDD approach with Jest, Enzyme, Cucumber, and Puppeteer. Uses OAuth2 tokens and AWS Lambda serverless functions to fetch events for authorized users.

**Chat (React Native app) -** <https://github.com/kdaysal/chat#readme>

* 2-page React Native custom chat application built specifically for mobile devices, developed using React Native and Expo.
* Employs GiftedChat to provide users with a simple chat interface as well as options to choose images from their phone libraries to share, take pictures in real-time, and share their geographical location.
* Firebase cloud storage is used to save/persist text and images from each user’s unique chat session.
* Chats are simultaneously saved to local storage for offline access.

LICENSES/CERTIFICATIONS

**Certified Scrum Master**

### Leading Agile

### Scrum Alliance Cert ID: 682943

### Sep 2017 – Sep 2019 (inactive)

**Certified Scrum Product Owner**

### Bearded Eagle

### Scrum Alliance Cert ID: 682943

### Aug 2017 – Sep 2019 (inactive)

**Private Pilot**

### Yellow Jacket Flying Club

Airplane Engine Single Land

### FAA Certificate No. 3858640

### Apr 2016 – present

SOCIAL

**LinkedIn:** <https://www.linkedin.com/in/kevin-daysal-986695a8/>

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