

JELENA CIARALLI

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PROFESSIONAL SUMMARY

Business operations leader with 13+ years driving cross-functional initiatives across Customer Experience, Product, and Go-to-Market teams. Translates ambiguous business problems into structured analysis, data-driven insights, and shipped outcomes. In the Rayse chapter, embedded AI tools into daily operations — designing LLM-based workflows for reporting, communications, and project tracking that let a lean team execute at significantly higher capacity. Comfortable as a trusted thought partner to senior leaders and as a hands-on builder bringing structure to high-growth, fast-moving environments.

CORE COMPETENCIES

- Strategic & Business Operations
- Cross-Functional Initiatives
- AI Tools in Daily Workflows
- Data-Driven Problem Solving
- Stakeholder Management
- Process Design & Optimization
- Project Scoping & Execution
- High-Growth Startup Operations
- Customer Experience & GTM

WORK EXPERIENCE

Rayse Aug 2024 – Apr 2026

Strategic Operations Manager · Remote (Early-Stage PropTech SaaS)

- **Led cross-functional initiatives** across product, marketing, content, and customer experience teams — including end-to-end execution of **12 partner launches**, redesign of partner onboarding workflows, and standardization of project prioritization frameworks.
- **Embedded AI tools into daily operations** over the last few months: built LLM-based workflows for partner reporting, stakeholder communications, and project tracking with input schemas, output rubrics, and mandatory human-in-the-loop review — enabling a lean team to operate at significantly higher capacity.
- As the first strategic operations hire, **built the operational backbone from zero**: SOPs, launch playbooks, escalation paths, and documentation that scaled across every new partner without rework.
- **Drove vendor consolidation and tooling strategy**, cutting ~\$50K/yr in costs through a usage-data-first audit methodology.
- Led **enterprise client and technical onboarding**, including SSO integrations and MLS data setup for new partners.
- Authored enablement assets and trained non-AI-fluent teammates so workflows could be sustained beyond the original builder — treating the next operator as the real audience, not the current one.

Independent Consulting Mar 2022 – Present

Business & Operations Consultant (Part-Time) · Remote

- Advised early-stage clients on **process automation and operational design**, improving onboarding throughput by 30%.
- Delivered lightweight operational systems, dashboards, and documentation as a fractional ops partner.

Enspire for Enterprise Mar 2020 – Mar 2022

Product Owner / Product Manager · Jacksonville, FL

- Led development of a **proprietary CRM platform** across three agile engineering teams — saving ~\$60K/year annually by replacing third-party tooling, and generating ~\$10K/month in new recurring revenue via integrated reporting.
- Designed and launched internal tools that **reduced production time 20%** and **customer onboarding time 35%**.
- Built reporting dashboards and BI views that turned ad + call-tracking data into actionable insight for senior leadership; lifted dashboard engagement 25%.
- Drove backlog prioritization, sprint execution, and roadmap alignment across three agile engineering teams — translating business strategy into shippable product increments.
- Built centralized product documentation and onboarding resources that became the team's single source of truth.

Web.com

Mar 2019 – Mar 2020

Implementation Manager / Project Manager · Jacksonville, FL

- Delivered enterprise onboarding programs and managed **complex, multi-stakeholder implementations for Fortune 500 clients** — operationalized repeatable workflows in Smartsheet for cross-functional tracking and accountability.
- Built scalable project workflows and stakeholder cadence that improved delivery speed and client satisfaction.

Web.com

Feb 2016 – Mar 2019

Manager of Design Services · Jacksonville, FL

- Managed global teams and external vendors of **60+ designers, supervisors, and managers** across a high-volume services operation.
- Partnered with Product and Engineering to raise service delivery quality and team performance.

Web.com

Mar 2013 – Feb 2016

Supervisor of Design Services · Jacksonville, FL

- Led and coached a team of 18 designers, consistently meeting quality, production, and customer satisfaction targets.
- Built training standards and onboarding materials that improved consistency across the team.

ADDITIONAL HIGHLIGHTS

AI Tools in Daily Work: LLMs (Claude, ChatGPT) embedded into reporting, stakeholder comms, project tracking workflows; input schemas + output rubrics + mandatory human-in-the-loop review; treats drift prevention as a day-one design requirement.

Operator-Builder Hybrid: Combines deep operations chops with hands-on prototype-building — recent applied-AI work includes a functional call-center post-call assistant prototype demonstrating workflow consolidation across case notes, disposition coding, and routing.

Trusted Thought Partner: Comfortable presenting analysis to senior leaders, managing expectations across cross-functional teams, and bringing structure to ambiguous problems.

Built-From-Zero Operator: Stood up the operational function at Rayse end-to-end — SOPs, frameworks, playbooks, tooling, and AI-augmented workflows — from a starting point of tribal knowledge and ad hoc execution.

SKILLS & TOOLS

Business & Strategic Operations: Cross-Functional Initiatives, Process Design & Optimization, Strategic Project Scoping, Stakeholder & Senior Leader Communication, Vendor & Contract Management, Cost Reduction, Roadmap Alignment

AI & Automation: LLM Workflow Design, Prompt Engineering, Human-in-the-Loop Quality Review, AI Opportunity Identification, AI Enablement & Training, Generative AI Tools (ChatGPT, Claude)

Customer Experience & GTM: Customer Onboarding, Technical Onboarding (SSO, API, Data Integrations), Partner Launches, Adoption & Engagement, Stakeholder Alignment

Systems & Tools: Jira, Confluence, Notion, Monday.com, Slack, Google Workspace, Smartsheet (Web.com 2019-2020), proprietary CRM (built at Enspire)