

Jackie Napalan

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PROFESSIONAL EXPERIENCE

DOTDASH MEREDITH

New York, NY

Support Operations Specialist

August 2021 – Present

- **Process Improvement:** Develops and refines operational workflows to track and communicate blockers that impact our editorial team to our product team; started a runbook of 130 common issues to minimize technical downtime for editors
- **Business Communication:** Handles company-wide communications and training related to our publishing tools, writes and maintains documentation on Zendesk, and creates walk-throughs on our custom-built content-management system (CMS) and content-analysis tools; over 2,000 internal and external users have viewed our articles over 81,000 times
- **Business Reporting:** Analyzes support data and reports on trends related to editorial support on our publishing tools and works with 8 product managers to ensure the editorial team's needs are heard and understood; serves as a liaison and provides guidance on priority setting based on importance and urgency, providing key insights on revenue-impacting bugs or content integrity issues

Editorial Operations Associate

April 2019 – August 2021

- **Operations Strategy:** Advised editorial operations director on scaling our support organization; found ways to automate time-consuming tasks such as author bio creations and onboarding editors by using templated forms on Zendesk, allowing us to be x5 times more productive
- **Stakeholder Engagement:** Led the migration from our old ticketing system to Zendesk, allowing us to measure our team's impact & create value to other teams by offering metrics for the types of issues happening across the publishing applications; lowered time-to-resolution rate by 63% from Q1 to Q3 in 2021 for technical issues on our CMS impacting our editors
- **Business Reporting:** Created biweekly reports for management and discussed trends in publishing tool technical support; metrics included % change in tickets created vs. tickets solved & % change in first-time agent replies

Operations & Support Analyst

October 2018 – April 2019

- **Business Operations:** Managed one of our brand's e-commerce store singlehandedly (revenue of \$1+ million annually) and handled all refunds/exchanges/product questions post-acquisition; 5,300 tickets yearly with a first-time reply rate of 92.5%
- **Business Reporting:** Created weekly reports for Investopedia's general manager, editor-in-chief, and product manager and met with them monthly to discuss top issues and prioritize fixes with the tech team leads and developers on our finance education website; resolved 18 issues that would've otherwise gone unnoticed
- **Project Management:** Guided a team of 8 freelance writers/editors working on content quality-related projects, ensuring complex financial articles are escalated accordingly to our editorial staff or are reassigned to subject-matter experts

BLOOMBERG

New York, NY

Strategy & Insights Analyst

October 2017 – July 2018

- **Business Analysis:** Analyzed prospective customer and survey data in compliance with GDPR regulation to create on-going and ad-hoc reports for Operations, Sales, and Marketing Managers; reports covered 10,000 accounts globally
- **Business Reporting:** Communicated company-wide strategic initiatives to multiple departments, including Recruitment, Analytics, Engineering, Research & Development, and Customer Service, and provided business-intelligence reports by team, individual, region, and country using data visualization tools, which over 300 employees implemented internationally

Sales Representative

January 2014 – October 2017

- **Business Development:** Consulted clients and offered solutions on incorporating our SaaS tool and provided expertise on how people in the industry use this tool to provide more value; resulted in an increase in engagement - adoption of 5,000 new users
- **Relationship Management:** Built and maintained relationships with over 150 clients across the U.S. and promoted events, trainings, and other learning opportunities to ensure customers were satisfied and found value in the cost of the service

COMMUNITY & LEADERSHIP

Asian, South Asian & Pacific Islander Collective

May 2019 - Present

Founder & Current Co-Chair

- **Leadership:** Founded legacy Dotdash's Asian Employee Resource Group (ERG); created a community of 120+ members across the U.S. & Canada; worked with Anti-Bias Review Board to address content impacting the pan-Asian community
- **Editorial Partnerships:** Collaborated with 10+ brands across to create content for AAPI Heritage Month, including commerce articles to support AAPI small businesses and owners; presents annually at our company-wide editorial content status meetings

EDUCATION

CALIFORNIA STATE UNIVERSITY, LONG BEACH – B.S. in Finance & International Business

SKILLS

Operations Strategy, Project Management, Business Operations, Relationship Building, Communications, Reporting, Excel, GSuite