

# DAVID SNOW

## Senior Technical Account Manager | Web Operations Specialist

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### PROFESSIONAL SUMMARY

Solutions-oriented Customer Support Solutions Engineer with over 10 years of experience troubleshooting complex WordPress ecosystems, resolving server-level code conflicts, and supporting online publishers. History of delivering swift technical resolutions across HTML, CSS, PHP, JavaScript, and MySQL environments while partnering with engineering teams on bug lifecycles and plugin releases. Skilled at de-escalating stressful customer situations, explaining technical concepts in plain language, and creating step-by-step training resources. Recognized across multi-year tenures for technical consistency, customer retention, and high-impact cross-functional collaboration.

### CORE SKILLS

- **Technical & CMS:** WordPress Core, WooCommerce, PHP, JavaScript, HTML5, CSS3, MySQL, WP-CLI, REST APIs, Webhooks, Linux Hosting Environments, cPanel
- **AI Prompting & Workflow Optimization:** Advanced System Prompting, Custom AI Companion Configuration (GoCaaS via Internal Platform), Prompt Libraries, Tone Guardrails, AI-Assisted Error Log Analysis
- **Security & Infrastructure:** Cloudflare WAF, Sucuri Malware Remediation, DNS Management (SPF, DKIM, DMARC), Staging Deployments, WP Rocket Caching Optimization
- **Operations & Systems:** Jira Service Management (JSM), Help Scout, Confluence, Slack Workflows, Qualtrics (tNPS), QuickSight, Tableau
- **Leadership & Customer Success:** Technical Account Management, Onboarding & Coaching, Queue Governance, High-Stakes Escalation Recovery, SLA Reporting

### PROFESSIONAL EXPERIENCE

GoDaddy - Tempe, AZ (Remote)

#### Technical Account Manager II (WooCommerce Success Team)

April 2024 - Present

- Achieved an annual Merchant Impact Score (MIS) of 59.6 out of 75; ranking #1 among all TAM IIs; while completing 3,110 technical resolutions.
- Spearheaded queue reprioritization and Jira Service Management (JSM) workflow enhancements, driving an 11% increase in SLA adherence and reducing duplicate tickets.
- Built and configured the custom "GoCaaS" AI companion within GoDaddy's internal platform, utilizing structured prompt libraries and brand tone guardrails to streamline email drafting and accelerate ticket resolution.
- Applied advanced AI prompting techniques for rapid PHP/MySQL error log analysis, plugin conflict debugging, and generating clear technical explanations for merchants.
- Directed a 5-month executive-visible recovery for a key brand partner, providing white-glove technical resolution across payments, shipping, reCAPTCHA, and membership configurations.
- Collaborated with Automattic (A8C) developers to identify and patch critical WooCommerce USPS Shipping plugin bugs (v5.2.7-5.2.9), restoring checkout rate calculations across all merchant storefronts.
- Proactively managed outreach for negative tNPS surveys and implemented JSM pre-close site check prompts, directly lowering merchant friction and preventing churn.

- Authored 38+ editions of the weekly WordPress/WooCommerce team blog and performance scorecards to communicate queue health, platform updates, and incident trends to leadership.
- Served as the top contributor in the WooCommerce technical Slack channel with 1,060 replies (167% above team average) and built automated channel workflows for cross-team communication.
- Acted as learning coach for 4 new hires and extended-assignment engineers, and facilitated Support Engineering Office Hour sessions on GoDaddy's Website Security Suite.
- Flagged WP Rocket caching conflicts on Managed WordPress V2, initiating a plugin swap that protected merchant stores post-offboarding.

GoDaddy - Tempe, AZ (Remote)

### **Technical Account Manager I (WooCommerce Success Team)**

November 2022 - April 2024

- Earned the highest QA score average on the team within the Merchant Impact Score framework and maintained Help Scout customer happiness ratings at 83 against a 60 target.
- Promoted from temporary rotation to full-time TAM I after rapidly meeting queue reply goals and handling high-severity WooCommerce escalations.
- Ranked as the second-highest contributor to internal documentation by authoring and updating 29+ Confluence guides to standardize resolution paths.
- Replicated and diagnosed complex platform bugs on test accounts with Support Engineering to validate fixes prior to deployment.
- Resolved domain routing errors and email delivery failures by configuring advanced DNS authentication records (SPF, DKIM, and DMARC).
- Reviewed and updated technical tutorial content for videos.godaddy.com during the SkyVerge safari assignment.

GoDaddy - Gilbert, AZ

### **Technical Hosting Services (Tier 2 Hosting Support)**

May 2019 - November 2022

- Evaluated as "Excellent" in Customer Satisfaction Scores (CSS) compared to department peers across Technical Hosting Services.
- Participated in the SOS Expansion pilot to expand WordPress support offerings, joined the Gaox Bot pilot, and created diagnostic scripts to accelerate site troubleshooting.
- Lowered Average Handle Time (AHT) while increasing Net Promoter Scores (NPS) by introducing faster escalation pathways and clear technical communication.
- Facilitated cross-team communication by sharing real-time technical discoveries, known issue alerts, and troubleshooting guides across Care and Technical Hosting channels.
- Directed over 500 zero-downtime website migrations and database configurations across Linux server environments.
- Met and exceeded sales targets by consulting on customer business needs and recommending tailored hosting products and services to support site scalability.
- Restored site uptime for critical client accounts by resolving database errors, 500/WSOD issues, and plugin conflicts over high level phone escalations.
- Streamlined handoffs to engineering groups by creating detailed internal tickets for complex system and infrastructure changes.

GoDaddy - Scottsdale, AZ

### **Hosting Support Phones**

December 2015 - May 2019

- Earned consecutive "Excellent" ratings in Customer Satisfaction (CSS) and received formal management recognition as the benchmark standard for technical due diligence and consistency.
- Maintained high First Contact Resolution (FCR) by diagnosing complex server errors, DNS misconfigurations, and web hosting failures for small business accounts.
- Consulted small and mid-sized business (SMB) clients on infrastructure security, SSL setup, and hosting architecture; successfully restructured a \$2.5M commercial merchant account from compromised legacy hosting to a secure digital solution.
- Increased inbound call conversion rates to 13.6% and achieved consistent year-over-year revenue and order growth through consultative discovery and active listening.
- Leveraged supervisory coaching to refine call control, expectation setting, and transparent technical recommendations, consistently exceeding minimum performance targets.

Target - Surprise, AZ

### **Target Protection Specialist (Loss Prevention)**

March 2010 - December 2015

- Maintained store security and asset protection by monitoring high-theft merchandise, conducting inventory audits, apprehending shoplifters, and documenting incident cases in database systems.

Premier Patrol - Tempe, AZ

### **Field Training Officer (Supervisor)**

June 2006 - January 2008

- Supervised patrol shifts, trained new security staff, managed briefings, and managed basic computer maintenance and networking.
- Responded to disturbance calls such as noise disturbances, pool disturbances, domestic situations (Police were immediately dispatched out), suspicious persons and vehicles.

## **PUBLICATIONS**

**SkyVerge Blog:** Author, "How to Troubleshoot WooCommerce Scheduled Events Failures"

(<https://www.skyverge.com/blog/woocommerce-scheduled-events/>)

## **PORTFOLIO & FEATURED PROJECTS**

- **davidsnow.net (Personal Portfolio):** Developed a fully responsive personal site using Bootstrap 5 and custom PHP and JavaScript to showcase technical projects and documentation.

## **HONORS & AWARDS**

- **Wayfinder Award (2021 & 2024) – GoDaddy:** Recognized as a top-performing employee for maintaining exceptional performance standards, exceeding output metrics, and driving customer success across multi-year tenures.

## EDUCATION & CERTIFICATIONS

- **Professional Certifications (LinkedIn Learning):** Stakeholder Communication Strategies that Stick, Technical Product Management, JavaScript Essential Training, PHP for WordPress, Git Essential Training, WordPress: Building a Secure Site, Building a WordPress Membership Site: Getting Started, WordPress Essential Training, Communicating with Transparency