

DAVID SNOW

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PROFESSIONAL SUMMARY

Technical Account Manager and Web Operations Lead with over 10 years of experience resolving complex WordPress and WooCommerce platform failures, database bottlenecks, and server-level PHP conflicts. Bridges client business goals with technical execution by using advanced AI tools to build targeted PHP code snippets, deploy custom hotfixes, and scope practical requirements. Applies disciplined log analysis to eliminate database deadlocks and caching issues before they disrupt site revenue.

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 & Analytics:** Jira Service Management (JSM), Help Scout, Confluence, Slack Workflows, Microsoft Excel / Google Sheets (Performance Pacing & Capacity Modeling), SQL (MySQL), QuickSight, Tableau, Qualtrics (tNPS)
- **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 - September 2026

- Attained the #1 TAM II ranking across the enterprise group with a Merchant Impact Score of 59.6/75 across 3,110 technical resolutions by guiding high-severity escalations to root-cause fixes.
- Increased queue SLA adherence by 11% while eliminating duplicate tickets by redesigning Jira Service Management (JSM) intake workflows and governance rules.
- Prevented high-value account loss by leading a 5-month turnaround for a stalled brand partner, fixing Square payment gateways, shipping APIs, and security setups.
- Restored checkout transaction processing across the merchant network by partnering with Automattic and third-party developers to isolate shipping API bugs and deploy custom PHP hotfixes.
- Applied advanced AI prompting methods for rapid PHP and MySQL error log analysis, plugin conflict debugging, and clear merchant communications.
- Accelerated onboarding for 4 new technical hires through structured coaching, queue shadowing, and security suite training sessions.

GoDaddy - Tempe, AZ (Remote)

Technical Account Manager I (WooCommerce Success Team)

November 2022 - April 2024

- Exceeded customer happiness targets by 38% (earning 83 vs. a 60 target) by finding root causes across complex REST API disconnects, database deadlocks, and script errors.

- Shortened resolution cycles across the engineering queue by writing 29+ technical integration runbooks and running staging tests.
- Protected transactional email delivery and prevented domain blacklisting across merchant fleets by troubleshooting and enforcing SPF, DKIM, and DMARC protocols.

GoDaddy - Gilbert, AZ

Technical Hosting Services (Tier 2 Hosting Support)

May 2019 - November 2022

- Earned "Excellent" Customer Satisfaction Scores (CSS) across department peers while resolving database errors, 500/WSOD site failures, and plugin conflicts on high-level phone calls.
- Joined the SOS Expansion and Gaox Bot pilot programs, building diagnostic scripts to speed up site troubleshooting and lower handle times.
- Shared real-time technical discoveries, known bug alerts, and troubleshooting guides across support channels to align front-line and tier-2 teams.
- Advised business clients on scalable hosting architectures to meet traffic demands, consistently hitting and exceeding sales goals.
- Streamlined handoffs to engineering teams by writing clean internal bug tickets for complex server changes.

GoDaddy - Scottsdale, AZ

Hosting Support Phones

December 2015 - May 2019

- Achieved consecutive "Excellent" ratings in Customer Satisfaction (CSS) and served as the benchmark standard for technical due diligence.
- Kept high First Contact Resolution (FCR) rates by diagnosing complex server errors, DNS errors, and hosting setup issues for business accounts.
- Consulted small and mid-sized business clients on security, SSL certificates, and hosting architecture; successfully migrated a \$2.5M commercial merchant account from compromised legacy servers to a secure platform.
- Lifted inbound call sales conversion rates to 13.6% through active listening and consultative needs discovery.

PUBLICATIONS & PROJECTS

- **SkyVerge Blog:** Author, "How to Troubleshoot WooCommerce Scheduled Events Failures" (<https://www.skyverge.com/blog/woocommerce-scheduled-events/>)
- **Personal Portfolio & Architecture (davidsnow.net):** Built responsive portfolio and documentation platform leveraging Bootstrap 5, custom PHP, and WordPress.

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

- **Continuous Technical Training:** Specialized coursework in Technical Product Management, WordPress Security Architecture, PHP Development, and Git Version Control.