DAVID SNOW

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PROFESSIONAL SUMMARY

Technical Customer Success and Account Management professional with over 10 years of experience configuring software platforms, guiding customer onboarding, and leading high-stakes incident recoveries. Ranked #1 TAM II across the enterprise organization (59.6/75 Merchant Impact Score), mitigating churn by resolving platform bottlenecks and executing proactive tNPS outreach. Directly experienced in building internal AI companion tools with structured prompt libraries to accelerate resolution times, standardizing operational playbooks, and partnering across engineering and product teams to translate merchant feedback into bug fixes and platform enhancements.

CORE SKILLS

- **Customer Success & Operations:** Technical Account Management, Customer Onboarding & Coaching, Account Retention, SLA Reporting, High-Stakes Escalation Recovery, Queue Governance, Voice of Customer (VoC).
- **AI & Workflow Automation:** Advanced System Prompting, Custom AI Companion Configuration (GoCaaS via Internal Platform), Prompt Libraries, Tone Guardrails, AI-Assisted Root-Cause Analysis, Prompt-to-Code Scripting & Debugging.
- **Infrastructure & Security:** Web Systems Architecture (High-Concurrency Platforms, CDN Layering, Caching Strategies), DNS Architecture (SPF, DKIM, DMARC), Cloudflare & WAF Configuration, Load & Capacity Optimization.
- **Technical Diagnostics & Code Triage:**Code-Level Troubleshooting (PHP, JavaScript, Bash, REST APIs, Webhooks, MySQL Queries), Staging Deployments, Environment File Configuration (.env/wp-config).
- **Platforms & Tools:** Jira Service Management (JSM), Help Scout, Confluence, Slack Workflows, Qualtrics (tNPS), Tableau, QuickSight, Google Sheets / Excel Modeling.

PROFESSIONAL EXPERIENCE

GoDaddy - Tempe, AZ (Remote)

Technical Account Manager II (WooCommerce Success Team - Asynchronous / Tier 3 Escalations)
April 2024 - September 2026

- Mitigated account churn risk across 3,110 technical engagements by diagnosing complex infrastructure bottlenecks, driving proactive tNPS sentiment workflows, and establishing rigorous pre-close verification standards.
- Accelerated customer time-to-value and incident resolution velocity by designing, prompting, and operationalizing an internal AI companion governed by structured prompt libraries and system guardrails.
- Protected contract renewal for a Tier-1 executive brand escalation across a 5-month incident lifecycle, systematically remediating 16 critical software defects, executing an external payment gateway migration, eliminating edge-caching conflicts, and deploying WAF security layers.
- Increased cross-functional SLA adherence by 11% while eradicating duplicate escalation paths by rearchitecting Jira Service Management (JSM) queue governance, triage rules, and engineering handoff pathways.
- Accelerated core product reliability by partnering directly with external vendor engineering teams to reproduce, validate, and convert recurring multi-tenant calculation failures into prioritized engineering bug fixes.
- Scaled technical team capability and support quality by authoring 38+ operational scorecards and mentoring 4 cross-functional engineers through multi-tier application architectures and cloud security frameworks.
- Eliminated catastrophic database deadlocks and REST API outages for mission-critical client accounts, isolating payload packet limit breaches, purging high-concurrency state collisions, and tuning server environment configurations.

GoDaddy - Tempe, AZ (Remote)

Technical Account Manager I (WooCommerce Success Team - Asynchronous / Tier 3 Escalations)
November 2022 - April 2024

- Exceeded client satisfaction benchmarks by 38% (delivering an 83 CSAT score against a 60 target) through rapid root-cause isolation, transparent status communication, and targeted technical advocacy.
- Standardized enterprise onboarding and incident triage protocols across the organization by establishing 29+ technical Confluence runbooks and architectural workflow references.
- Prevented high-impact launch regressions and account churn by isolating, reproducing, and validating complex software defects alongside Tier-3 Engineering teams within pre-production staging environments.
- Safeguarded network deliverability and domain security posture during customer onboarding, designing, auditing, and validating enterprise DNS authentication architectures (SPF, DKIM, DMARC).

GoDaddy - Gilbert, AZ

Technical Hosting Services (Tier 2 Hosting Support)
May 2019 - November 2022

- Reduced Average Handle Time (AHT) and drove higher First Contact Resolution (FCR) by developing automated Bash diagnostic scripts and engineering-grade escalation intake standards.
- Prevented recurring infrastructure outages by isolating edge CDN caching collisions and authoring standardized remediation procedures to prevent environment regressions.

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.
- Secured a $2.5M commercial account from critical infrastructure compromise, leading technical discovery, architecting secure hosting and SSL integrations, and migrating client workloads to a modernized environment.
- Drove a 13.6% consultation-to-solution conversion rate across SMB accounts through proactive infrastructure scoping and technical needs discovery.
- Maintained consistent SLA performance and technical due diligence across complex incident escalations, exceeding quarterly customer retention benchmarks.

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, AI-assisted 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 & CONTINUOUS TRAINING

- **Specialized Coursework:** Technical Product Management, WordPress Security Architecture, PHP Development, and Git Version Control (LinkedIn Learning).