

## **Melissa L. Murphy**

Greater Sacramento Area, CA

melissamurphy.ca@gmail.com | 415-430-1494

linkedin.com/in/melissalmurphy | https://www.melissalmurphy.com

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### **Operations & Customer Support Leader**

Operations and customer support leader with deep experience in education-focused, high-volume, and remote-first environments. Proven track record overseeing support teams, managing escalations, tracking operational metrics, and improving systems that enable consistent, accurate service at scale. Known for calm judgment in high-pressure situations, strong documentation practices, and the ability to guide teams through complex, sensitive cases. Experienced across frontline support, technical troubleshooting, billing and collections, education operations, and business operations.

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### **Core Competencies**

#### **Support & People Leadership**

Team Oversight & Coaching • Escalation Management • Performance & Metrics Tracking • Staff Training & Onboarding • Judgment-Based Decision Making

#### **Operations & Process**

Workflow & Process Improvement • SOP & Documentation Development • Cross-Functional Coordination • Compliance & Accuracy-Focused Operations • Case & Queue Management

#### **Customer & Stakeholder Support**

Education & EdTech Stakeholders • High-Volume, Time-Sensitive Support • Sensitive Issue Resolution • Clear Written & Verbal Communication

#### **Tools & Systems**

CRM & Ticketing Systems (Salesforce-adjacent) • Google Workspace • Microsoft Office • Documentation & Knowledge Bases • Remote Collaboration Tools

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### **Professional Experience**

#### **Registrar / Administrative Assistant II**

**Davis Joint Unified School District (DJUSD)** — Davis, CA

**August 2023 – Present**

- Serve as a primary operations and support contact for students, families, and staff in a high-volume, compliance-driven environment
- Manage time-sensitive student records, enrollment, attendance, and Short-Term Independent Study (STIS) workflows in accordance with district and state requirements
- Act as an escalation point for complex or sensitive cases involving attendance disputes, credit eligibility, grades, and policy interpretation
- Coordinate across counselors, teachers, administrators, and district offices to ensure accurate resolution of cases and clear communication with stakeholders
- Train and onboard new registrars, sharing workflows, documentation standards, and operational best practices to ensure consistency across sites
- Design, maintain, and improve tracking systems used to monitor case status, deadlines, and compliance requirements

- Develop standardized forms, templates, and SOPs that improve turnaround time and make historical case information faster and easier to retrieve
- Apply judgment and discretion when balancing competing priorities, stakeholder needs, and regulatory constraints in high-pressure situations

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### **Section Lead, Student Support Operations (Remote)**

**Lambda School (BloomTech)**

**July 2019 – June 2021**

- Provided operational leadership and escalation support for up to 15 Team Leads simultaneously, supporting hundreds of learners across multiple programs
- Oversaw day-to-day support operations at the team level, guiding Team Leads on prioritization, case handling, and student communication
- Monitored team-level indicators related to student engagement, progress, and issue resolution to identify trends and areas for improvement
- Served as a trusted escalation point for complex, sensitive, or high-risk student situations requiring careful judgment and policy interpretation
- Coached Team Leads through challenging cases, balancing empathy with program requirements and operational constraints
- Standardized documentation, escalation paths, and communication practices during periods of rapid organizational growth
- Coordinated closely with curriculum, student support, and operations leadership to resolve systemic issues impacting student experience
- Operated effectively in a fast-paced, ambiguous environment with shifting priorities and high support volume

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### **GLI NorCal Landscape Construction**

**Business Development & Marketing Operations**

**November 2012 – April 2019**

- Led business development and marketing operations supporting company growth in a service-based, client-driven environment
- Owned the company website and inbound communication workflows, ensuring accurate messaging, timely follow-up, and a consistent customer experience
- Developed proposals, client-facing materials, and standardized forms supporting sales, onboarding, and project initiation
- Partnered directly with company leadership to align customer messaging, operational processes, and growth priorities
- Improved internal workflows by clarifying ownership, documentation, and handoffs between sales, operations, and customer communication

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### **Freelance Communications, Marketing & Operations Consultant**

**Remote**

**June 2016 – July 2022**

- Provided operations, communications, and customer support consulting to small businesses and professional service clients

- Built intake workflows, client-facing forms, documentation, and internal processes to improve efficiency and reduce friction
- Developed and maintained CMS-based websites, including structure, content, updates, and ongoing maintenance
- Wrote and refined customer communications, website copy, email campaigns, and sales materials
- Partnered directly with business owners to clarify customer journeys, brand voice, and operational needs
- Managed multiple client engagements simultaneously while balancing deadlines, revisions, and stakeholder feedback

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### **Headsets.com**

#### **Customer Service → Technical Support → Credit & Collections Specialist**

**2004 – 2006**

- Progressed through frontline customer service, technical support, and credit & collections roles based on performance and reliability
- Provided high-volume phone and email support to B2B and individual customers in a metrics-driven environment
- Delivered technical troubleshooting for headset hardware and VoIP-related issues, requiring clear diagnostics and customer education
- Managed billing inquiries, payment resolution, and collections conversations with professionalism and discretion
- Handled escalated customer situations requiring calm communication, problem-solving, and policy application
- Collaborated with sales, fulfillment, and finance teams to resolve customer-impacting issues efficiently

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### **Customer Service Representative — Multiple Call Centers**

**1997 – 2004**

- Delivered high-volume inbound and outbound phone support across financial, retail, and technical environments
- Navigated multiple systems simultaneously to document interactions accurately while meeting productivity and quality benchmarks
- Developed strong communication, de-escalation, and problem-resolution skills foundational to later leadership roles

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### **Education**

#### **Bachelor of Arts in History**

California State University, Sacramento

**Graduated 2011, magna cum laude**

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**Tools & Technologies:** CRM & Ticketing Systems (Salesforce-adjacent) • Case & Queue Management • SOP & Knowledge Base Creation • Google Workspace • Microsoft Office • Slack • Zoom • CMS-Based Websites • Metrics Tracking & Reporting