

Jelena Ciaralli

Strategic operations, scaled. AI in the mix. Honest before polished.

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PROFESSIONAL SUMMARY

Operations leader with 13+ years across product, operations, and go-to-market. Most recently the first strategic operations hire at Rayse, an early-stage proptech SaaS company, where I ran partner launches, built the onboarding pipeline, and consolidated vendors to cut ~\$50K a year. I set up the cadence, playbooks, and tracking that keep a small team on top of the work, and I build AI workflows that take the repetitive tasks off their plate.

CORE COMPETENCIES

- Operating Cadence & Systems
- Product Operations & Program Ownership
- AI-Enabled Workflows
- KPI Instrumentation & Reporting
- Process Design & Optimization
- Vendor & Cost Management
- Client & Partner Onboarding
- Stakeholder & Executive Partnership

FEATURED WORK

Vendor consolidation through usage-data root-cause analysis. Mapped per-partner usage across two MLS data aggregators, modeled cost-per-feed and quality-by-feature, and consolidated to a single vendor with zero partner coverage gaps. ~\$50K/year saved. Cost-benefit case and current-state / future-state diagrams documented for leadership. jelenaciaralli.com/#featured

WORK EXPERIENCE

Rayse

Aug 2024 to Apr 2026

Strategic Operations Manager, Remote (Early-Stage Proptech SaaS)

- **Built the operating backbone.** SOPs, launch playbooks, 3-tier escalation framework, project archotyping, and a Mon/Wed/Fri operating cadence. Retros after each launch updated the templates so the next one ran cleaner.
- **Standardized the partner launch process across 12 MLS partners.** Cross-functional across product, marketing, content, and customer experience. Tracked conversion at each gate (registrant-to-attendee, attendee-to-login) so we caught drop-off mid-launch, not in the postmortem.
- **Ran vendor consolidation through usage-data root-cause analysis.** Modeled cost-per-feed and quality-by-feature across two data aggregators and consolidated to one vendor with zero coverage gaps. ~\$50K/year saved.
- **Designed and ran the partner onboarding pipeline.** SSO/SAML configuration, MLS data feed setup, integration scoping, and a repeatable handoff that cut onboarding cycle time.
- **Built AI workflows that ran in daily operations.** LLM workflows for partner reporting, communications, and project tracking, each with a structured input, a defined output, and a human review step. Trained non-technical teammates so the tools held after I handed them off.

Independent Consulting

Mar 2022 to Present

Business & Operations Consultant (Part-Time), Remote

- **Advised an early-stage startup on MLS ecosystem structure and API integration patterns,** shaping system design and data integration approach.
- Stepped into specific process breakdowns as a fractional ops partner and left documented fixes the team could run without me.

Enspire for Enterprise

Mar 2020 to Mar 2022

Product Owner / Product Manager, Jacksonville, FL

- **Led development of a proprietary CRM platform serving thousands of franchise clients**, replacing ~\$60K/year in third-party tooling after a usage-and-cost audit.
- **Integrated Google Ads, Facebook Ads, and call-tracking data into client-facing dashboards**, increasing recurring revenue by over \$10,000 per month within 6 months.
- **Designed and launched the SEO team's reporting tool**. One input, three synchronized outputs (client report, internal dashboard, live site update). Reduced production time 20% through workflow standardization.
- Drove backlog prioritization and sprint execution across three agile engineering teams and over half a dozen products, aligning roadmap with cross-functional leaders and senior executives.

Web.com

Mar 2019 to Feb 2020

Implementation Manager / Project Manager, Jacksonville, FL

- **Onboarded 100+ behavioral health and franchise locations within 6 months** through design interviews, marketing onboarding, and 4 to 5 client check-ins a week. Met 95% of timeline commitments using Smartsheet.
- **Created a templated project management program** for new project types, reducing initial planning time by 2 days per project and lifting client onboarding satisfaction to 100%.
- **Consolidated multiple project management tools into Monday.com and JIRA**, saving over \$3,000/month in license fees.
- Managed project plans and rollouts for multi-location franchise and insurance clients including ActionCOACH, Flynn Companies, Floor Coverings International, Brown & Brown Insurance, and Advantaclean, partnering directly with corporate CMOs.

Web.com

Feb 2016 to Mar 2019

Manager of Design Services, Jacksonville, FL

- Led global teams and external vendors of **60+ designers, supervisors, and managers** across India, the Philippines, Canada, and the USA over three years.
- Exceeded KPIs for three consecutive years (customer satisfaction above 90%, site turnaround under 2 days) and partnered with Product and Engineering to upgrade the design team's website-building tool.

Web.com

Mar 2013 to Feb 2016

Supervisor of Design Services, Jacksonville, FL

- Led and coached a team of 18 designers, consistently meeting quality, production, and customer satisfaction targets.
- Built training standards and onboarding materials that improved consistency across the team.

SKILLS

Strategic Operations: Operating Cadence Design, Project Prioritization, SOPs & Playbooks, KPI Instrumentation, Vendor Lifecycle Management

Process & Analysis: Process Mapping & Modeling, Root Cause Analysis, Current-State / Future-State Mapping, Cost-Benefit Analysis, Process Documentation

AI Enablement: LLM Workflow Design, Structured Input/Output Pipelines, Human-in-the-Loop Review, AI Adoption Training for Non-Technical Teams, Prompt Engineering

Cross-Functional & Onboarding: Program Ownership, Partner & Client Onboarding, SSO/SAML & Data Integration Scoping, Stakeholder Alignment, Change Enablement

Tools: Claude, ChatGPT, Jira, Notion, Slack, Confluence, Smartsheet, Monday.com, Google Workspace

EDUCATION

Art Institute of Jacksonville

2011

Associate of Science, Web Design & Interactive Media