JUSTIN PARKER

hello@justinrparker.com • Washington DC Metro Area • linkedin.com/in/justinr-parker

Operations and Implementation Lead • Client Delivery at Scale • Low-Code and AI Workflow Automation

SUMMARY

Operations lead who builds the systems a team runs on. Spent nearly six years at The Go Game running delivery for 50+ enterprise clients, including EA, Microsoft, Nintendo, Sony, Google, Amazon, and Netflix. Led a full-time team of up to 10 producers and a contractor bench of up to 100 hosts, and built the hiring, training, scheduling, and automation underneath them. Personally produced 1,170 client events in 2025. Now running Coverline, an independent operations practice, building client systems in Notion, Airtable, Zapier, and Webflow, and shipping working builds with AI tools like Claude Code.

EXPERIENCE

Founder and Principal Consultant **Coverline**

March 2026 to Present

Independent operations consulting for small companies and founder-led teams: systems, documentation, internal tools, and the setup underneath them.

- Took a client who came in asking for a website, found the team running on paper binders with no domain and no shared systems, and scoped a five-project engagement that put the internal tools ahead of the site.
- Delivered Google Workspace on a domain I registered and configured, a 10-section Notion workspace handed off for the team to own, and an Airtable base with property and financial trackers.
- Automated distance calculations in the property tracker with a Google Maps API integration, so evaluating a property no longer meant looking up every address by hand.
- Sourced contractors and verified every license against the state licensing database before outreach, so the team worked from a compliant list instead of starting cold.
- Designed and built the client website in Webflow from scratch, ran a full cross-device QA pass, and handed it off ready to launch.
- Built Open Bracket, an event site for a fictional festival, with Claude Code in under a day and deployed it on GitHub Pages. The build earned a fast-track spot on the freelance designer roster for Arrived, Happily's event-site platform.

Operations and People Manager **The Go Game**

June 2020 to Feb 2026

The person operations routed through at a virtual, hybrid, and in-person event company, running the team, the contractor bench, the delivery systems, and the client programs behind 50+ enterprise clients. At peak, 800 to 1,200 client deliveries in the three weeks before the holidays.

CLIENT DELIVERY

- Owned programs from signed contract through delivery and follow-up as the named point of contact for enterprise clients including EA, Microsoft, Nintendo, Sony, Google, Amazon, and Netflix.
- Personally produced 1,170 client events in 2025: 1,106 fully remote and 64 with the group together on site, where I ran tech checks and coached the onsite contact through room AV remotely.
- Ran a single-day program across 60 concurrent rooms, one host per room and up to 25 participants each, so as many as 1,500 people live at once.
- Ran a company-wide tournament for Sun Life Canada through agency partner The Idea Hunter four years running: a three-week qualifying round of 36 sessions at up to 100 participants each, then elimination rounds.
- Ran kickoff and intake calls to scope each program, handled escalations and debriefs directly, and owned accessibility requirements including interpreters, translation, and captioning.

TEAM AND CONTRACTOR OPERATIONS

- Led a full-time team of up to 10 producers: performance reviews, workload, 1:1s, coaching, and career development, and held delivery quality steady through 2 company restructures.
- Ran a contractor bench of up to 100 virtual hosts with coverage around the clock across time zones and holiday periods.
- Helped build and then ran the three-tier system that set assignment priority across the bench, with tier movement based on client feedback, internal reviews, attendance, and consistency. Made the tiering calls myself.
- Owned recruiting onto the bench: wrote postings, screened 20 to 40 applications per round, ran group interviews, made final selections, and onboarded roughly 30 new hosts.

- Built a training path from written and video training through cohort sessions, live shadowing, a mock run, and a supported first delivery, against a two-week target from application to first live show.
- Inherited and led a 4-person customer support team after a leadership transition and ran the daily HubSpot ticket queue as the main escalation point.

SYSTEMS AND AUTOMATION

- Co-authored the spec, rules, and logic for the auto-assignment engine that allocated work by availability, tier, and weekly capacity caps, and tested it before launch. Pushed for caps ops could adjust without an engineering request.
- Built automations across Slack, Airtable, Notion, and Zapier that got information to the people who needed it, and templated setup work so a distributed team delivered consistently without a senior person on every job.
- Expanded and maintained the internal knowledge base of 100+ resources: SOPs, FAQs, training docs, Loom walkthroughs, and AV and tech check guides, so producers and hosts could self-serve instead of escalating.
- Held admin on nearly every tool the company ran on, managed seats and license tiers for cost control, and recommended a vendor non-renewal during a cost reduction round that leadership accepted.

PRODUCT AND CROSS-FUNCTIONAL

- Led weekly cross-functional meetings across Operations, Content, Customer Support, Sales, and leadership including the CEO and CTO, setting the agenda and driving follow-through.
- Wrote requirements docs and ran user acceptance testing with product managers, developers, and QA, and was the main voice for client and team needs in bug and feature priority.
- Held go/no-go authority on releases. Blocked one launch that had been sold before it was ready, covered those deliveries personally, and brought back the fix list.
- Flagged underperforming product lines and got leadership to discontinue formats that carried reputational risk.

EARLIER EXPERIENCE

Technology Manager, Staples (2020) | Freelance Producer and Technology Consultant (2019 to 2020) | Product Support Specialist and Supervisor, Frontpoint (2017 to 2019) | Assistant Manager, Sprint Connect (2016 to 2017)

SKILLS AND TOOLS

Operations and Delivery: Client onboarding and implementation, scoping and kickoff, requirements docs, user acceptance testing, go-live readiness, escalation handling, accessibility requirements

People and Workforce: Team leadership, recruiting, training program design, contractor bench management, tiering and performance systems, scheduling and coverage planning

Systems and Automation: Low-code workflow automation, knowledge base management, SOPs, tool administration and seat management, AI-assisted building

Tools: Airtable, Zapier, Notion, Slack, Asana, Monday.com, ClickUp, Trello, HubSpot, Shortcut, Google Workspace, Webflow, Loom, Zoom, OBS Studio, Calendly, DocuSign, Claude, Claude Code, ChatGPT, MS Office

EDUCATION

High School Diploma | Dr. Henry A. Wise High School