

SHIRISMA SHAVERS

Business Operations | WordPress | Digital Systems | Customer Success

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PROFESSIONAL SUMMARY

Business Operations professional with 10+ years of experience improving workflows, managing WordPress websites, coordinating projects, supporting customers, and optimizing business operations across SaaS, real estate, property management, and service-based businesses. Known for building scalable systems, improving processes, solving technical problems, and helping businesses operate more efficiently in remote environments.

CORE COMPETENCIES

Business Operations • Project Coordination • Process Improvement • Customer Success • CRM Administration • WordPress Administration • Website Management • Technical SEO • Local SEO • Google Business Profile • Documentation • SOP Development • Workflow Optimization • Google Workspace • Microsoft Office • HubSpot • Dubsado • Asana • ClickUp • AI Tools (ChatGPT, Claude)

PROFESSIONAL EXPERIENCE

Independent Business Operations Consultant

Remote | 2015 – Present

Provide business operations, WordPress management, website support, SEO, customer success, project coordination, and digital systems consulting for entrepreneurs, healthcare organizations, nonprofits, real estate professionals, and service-based businesses.

Featured Business: Your Cleaning Krew (2019 – Present)

- Direct day-to-day business operations including customer support, recruiting, scheduling, contractor coordination, invoicing, quality assurance, and service delivery.
- Manage the company WordPress website, website updates, technical maintenance, content publishing, and user experience improvements.
- Built repeatable SOPs and operational workflows for lead management, scheduling, onboarding, customer communication, and quality control.
- Improved local search visibility through technical SEO, Google Business Profile optimization, and content strategy, achieving Page One rankings for priority local keywords.
- Coordinate multiple operational priorities while maintaining customer relationships, vendor communication, and internal documentation.

Additional Consulting Projects

- Designed, launched, and maintained WordPress websites for businesses across multiple industries.
 - Managed website migrations, redesigns, content management, technical troubleshooting, and ongoing website maintenance.
 - Implemented technical SEO improvements, local SEO strategies, and website performance enhancements.
 - Created operational documentation, business systems, workflows, and process improvements that increased efficiency and consistency.
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Anderson Communities

Leasing & Operations Coordinator

2023 – 2025

- Managed follow-up for 1,500+ prospective resident leads supporting leasing operations for a 264-unit residential community.
 - Reduced leasing approval and move-in timelines by approximately 25% through improved documentation and operational coordination.
 - Maintained a 5.0/5 individual customer satisfaction rating while supporting a 4.9/5 community rating.
 - Coordinated daily with leasing, maintenance, management, and vendors while maintaining Fair Housing compliance and operational accuracy.
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Keller Williams Realty

Marketing Project Coordinator

2018 – 2020

- Coordinated marketing projects supporting 18 real estate professionals across digital, print, email, social media, and event marketing.
 - Managed CRM databases containing 16,000+ contacts while supporting customer communication and campaign execution.
 - Coordinated project timelines, vendors, approvals, and marketing deliverables while maintaining 100% on-time execution.
 - Assisted with administration of approximately \$300,000 in annual marketing budgets and reporting.
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SkuVault (B2B SaaS)

Marketing & Operations Coordinator

2016 – 2018

- Supported marketing operations, CRM administration, partner management, and project coordination for a B2B SaaS software company.
 - Maintained CRM databases containing 10,000+ customer and partner records.
 - Coordinated partner marketing initiatives, webinars, conferences, and cross-functional projects.
 - Contributed to partner marketing initiatives generating more than \$1 million in sales.
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EDUCATION

Milligan University

Bachelor of Science, Public Relations

Minor: Psychology

2013

CERTIFICATIONS

- Agile Project Management Certification — Project Management Institute (PMI), 2020
- HubSpot CRM Certification
- HubSpot Inbound Marketing Certification
- Code Louisville — Full Stack Foundations (HTML, CSS, JavaScript), 2016