

DAVID W.W. SNOW

Technical Account Manager & Customer Success Specialist

CONTACT INFORMATION

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PROFESSIONAL SUMMARY

Solutions-focused Web Operations Specialist and Technical Account Manager with over 10 years of experience managing WordPress CMS environments, digital marketing campaigns, and multi-site workflows. History of delivering clean website configurations, executing promotional campaign assets, and leveraging AI-assisted workflows to accelerate content optimization. Highly skilled in Advanced Custom Fields (ACF), responsive QA testing, HTML5/CSS, and Google Analytics. Adept at partnering with cross-functional teams to protect site stability and maximize conversion performance.

CORE SKILLS

- **Product & Backlog Management:** User Stories, Acceptance Criteria, Backlog Prioritization, Product Discovery, Jira, Confluence, Release Readiness
- **CMS & Web Operations:** WordPress CMS, WordPress Administration, Advanced Custom Fields (ACF), Gutenberg Block Editor, Page Builders (Beaver Builder, Elementor), Content Governance
- **Frontend & Quality Assurance:** HTML5, CSS, Responsive Cross-Browser Testing, Broken Link Audits, User Journey Testing, Staging Deployments
- **Tools & Workflows:** Jira, Confluence, WP-CLI, cPanel, SFTP, AI Content Tools (ChatGPT, Gemini, Copilot)
- **Client & Stakeholder Strategy:** Client Discovery, Account Onboarding, SLA Tracking, Cross-Functional Team Collaboration, Merchant Empowerment

PROFESSIONAL EXPERIENCE

GoDaddy - Tempe, AZ (Remote)

Technical Account Manager II (WooCommerce Success Team)

April 2024 - Present

- Facilitated weekly SLA and operational queue reporting across high-priority accounts, tracking key user metrics including First Response Time and tNPS to reduce churn.
- Documented user stories in Jira when working client tickets, relaying direct merchant needs to the product team to inform future features.
- Resolved 7-month system failure on a high-volume store by discovering an 11MB cache row and purging 5,686 orphaned transients to restore database processing.
- Spearheaded VIP store recovery by migrating payment gateways, resolving WP Rocket caching errors, deploying reCAPTCHA, and programming custom features to hit 16 core business objectives.
- Facilitated merchant adoption by creating custom video walkthroughs and guides, helping clients move from emergency support to self-service management.

- Facilitated website updates, custom plugin integrations, and CMS configurations across high-priority merchant accounts, maintaining an operational Merchant Impact Score of 52/75.
- Traced WordPress hooks and filters during site debugging to pinpoint where custom code or plugin conflicts occurred.
- Partnered with cross-functional Engineering, Product, and Design teams to coordinate scheduled releases, troubleshoot hooks/filters, and eliminate plugin conflicts.
- Fixed issues stemming from WordPress and WooCommerce plugins such as Gutenberg Blocks, Kadence Blocks, WP Rocket, Yoast SEO, WooCommerce Subscriptions, WooCommerce Memberships, Advanced Custom Fields (ACF), Beaver Builder, Elementor

GoDaddy - Tempe, AZ (Remote)

Technical Account Manager I (WooCommerce Success Team)

November 2022 - April 2024

- Delivered daily customer contacts averaging 12 interactions and 25 replies, maintaining baseline output targets across accounts.
- Authored detailed technical user stories, bug reports, and acceptance criteria in Jira and Confluence to bridge client feedback with engineering.
- Utilized WP-CLI over sFTP to handle database maintenance, run queries, and execute core system updates.
- Authored technical troubleshooting guides and Confluence pages, turning complex server issues into easy, step-by-step instructions for non-technical users and team members.
- Safely tested custom HTML5, CSS, PHP, and JavaScript code by using managed hosting staging environments to replicate core WooCommerce conflicts before pushing live.
- Resolved transactional email delivery failures and domain routing issues by configuring SPF, DKIM, and DMARC authentication records.
- Protected site stability and tracked performance by executing malware remediations in Sucuri, testing code safely in staging, and setting up Google Analytics and Search Console.

GoDaddy - Gilbert, AZ

Technical Hosting Services (Tier 2 Hosting Support)

May 2019 - November 2022

- Facilitated end-to-end site migrations, domain transfers, and staging deployments with zero data loss.
- Met and exceeded sales targets by consulting on customer business needs and recommending tailored hosting products and services to support site scalability.
- Restored site uptime for critical client accounts by resolving database errors, 500/WSOD issues, and plugin conflicts over high level phone escalations.
- Streamlined handoffs to engineering groups by creating detailed internal tickets for complex system and infrastructure changes.

GoDaddy - Scottsdale, AZ

Hosting Support Phones

December 2015 - May 2019

- Evaluated customer accounts using CRM data to identify product gaps and recommend hosting, email, and security add-ons tailored to small business growth.
- Managed client hosting environments using cPanel, SFTP, and basic command line tools to configure DNS, SSL, and address site or server errors.
- Consulted small business owners on site optimization and digital adoption to improve retention and platform stability.

- Strictly maintained a target Average Handle Time (AHT) of 20 minutes per call, making quick determinations on complex technical issues to decide if further escalation was required.
- Protected platform reliability during emergency events by partnering with engineering teams to evaluate system outages and coordinate quick action.

Target - Surprise, AZ

Target Protection Specialist (Loss Prevention)

March 2010 - December 2015

- Maintained store security and asset protection by monitoring high-theft merchandise, conducting inventory audits, and documenting incident cases in database systems.

Premier Patrol - Tempe, AZ

Field Training Officer (Supervisor)

October 2006 - January 2008

- Supervised patrol shifts, trained new security staff, and managed basic computer maintenance and networking.

Premier Patrol - Tempe, AZ

Armed Patrol Officer

June 2006 - October 2006

- Patrolled assigned areas as an armed security officer on foot and in a vehicle to ensure personal, property, and equipment security.
- Examined doors, windows, and gates to determine that they are secure.
- Informed and warned violators of rule infractions as well as escorted nonresidents off property.
- Watched for and reported irregularities. This would include unsecured doors, potential fire hazards, alarms sounding, etc.
- Responded to disturbance calls such as noise disturbances, pool disturbances, domestic situations (Police were immediately dispatched out), suspicious persons and vehicles.
- Locked up and, in some cases, unlocked pools, fitness centers and clubhouses.
- Maintained company computers such as maintenance and networking.
- Ensured that all work was completed prior to leaving at the end of shift.
- Made sure all vehicles and equipment were all operational before each shift.

PUBLICATIONS

SkyVerge Blog: Author, "How to Troubleshoot WooCommerce Scheduled Events Failures"
(<https://www.skyverge.com/blog/woocommerce-scheduled-events/>)

PORTFOLIO & FEATURED PROJECTS

- **yohoster.com (Founder & Developer):** Engineered responsive e-commerce platform featuring custom theme modifications and optimized deployment pipelines.
- **davidsnow.net (Personal Portfolio):** Developed a fully responsive personal site using Bootstrap 5 and custom PHP and JavaScript to showcase technical projects and documentation.

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 & CERTIFICATIONS

- **Professional Certifications (LinkedIn Learning):** Stakeholder Communication Strategies that Stick, Technical Product Management, JavaScript Essential Training, PHP for WordPress, Git Essential Training, WordPress: Building a Secure Site, Building a WordPress Membership Site: Getting Started, WordPress Essential Training, Communicating with Transparency