AL TOLLEFSON

Technical Customer Success | Customer Onboarding | SaaS & LMS Operations

Maple Grove, MN | Open to Remote Opportunities
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PROFESSIONAL SUMMARY

Technical customer success and platform operations professional with 20 years of experience supporting customers and administering SaaS, LMS, and e-commerce platforms for a K–12 technology company, followed by independent development and launch of an AI-powered SaaS product. Combines hands-on technical troubleshooting with customer onboarding, account health monitoring, and clear, accessible communication. Experienced in independently managing customer-facing platforms, building self-service resources, and coordinating technical resolutions across Sales, IT, Software Development, and Support. Seeking a remote role in technical customer success, onboarding, or platform operations.

CORE SKILLS

Customer Success & Onboarding: Customer onboarding and implementation | Account health monitoring | Customer retention | Escalation management | Customer communication | Renewal support

Technical Support & Documentation: Technical triage | Root cause analysis | Knowledge base development | Self-service support content | User provisioning | Permissions and access management

Platform & Product Operations: SaaS administration | LMS administration | Customer portal configuration | Course development | Engagement reporting | Cross-functional issue resolution | Independent product delivery

AI & Automation: LLM prompt design | Workflow automation | AI-assisted content development | AI-augmented customer communication | Product prototyping with AI development tools

Platforms & Tools: LearnUpon LMS | Articulate Rise 360 | Adobe Commerce / Magento | HubSpot | Asana | Infor CSI | Google Workspace | Microsoft 365 | Google Business Profile

PROFESSIONAL EXPERIENCE

AL TOLLEFSON STUDIO

Founder, Product & Operations

Maple Grove, MN | January 2025–Present

Independently manage product development, customer-facing content, and ongoing operations for an AI-powered software studio serving small businesses.

- Designed, built, and launched **CommsUp**, a subscription SaaS product that generates Google Business Profile content for home service contractors, including roofing, plumbing, HVAC, and electrical businesses.
- Owned delivery from initial concept through marketing website, web application, mobile companion app, and subscription offering.
- Built LLM-powered workflows for business profile descriptions and service copy, review responses tailored to rating and tone, and weekly post drafts based on seasonal services and common customer questions.
- Wrote customer-facing positioning, onboarding instructions, and support content for non-technical business owners, creating a setup flow that takes approximately five minutes to complete without assistance.
- Designed a mandatory owner-approval step so that content is never published automatically, addressing customer concerns about control and trust.
- Work directly with business owners while managing AI application development, product positioning, marketing site delivery, and ongoing product operations.

TRAFERA

Senior Technical Customer Success & Product Operations Lead

St. Paul, MN | 2005–January 2025
Formerly Trinity3 Technology (2014–2021) and Focus Technology (2005–2014)

Supported K–12 school district customers nationwide through technical customer success, online training administration, and customer-facing platform operations.

Customer Success & Technical Support

- Sustained **95%+ customer retention year over year** by monitoring account health, identifying emerging issues, and partnering with Sales on proactive customer outreach.
- Served as the escalation point for technical issues beyond front-line support, diagnosing root causes and coordinating with Engineering on resolutions.
- Documented technical solutions to accelerate future troubleshooting and make repeat issues easier for the support team to resolve.
- Built an internal knowledge base and customer-facing help library that enabled employees and customers to find answers independently, reducing escalations.
- Administered user accounts and system access for **200+ people**, maintaining appropriate permissions with zero access incidents.

Customer Onboarding & Platform Operations

- Configured and managed **1,500+ customer repair portals** in Adobe Commerce / Magento, supporting new customer onboarding, configuration changes, and daily access issues.
- Maintained customer-facing e-commerce operations, including product catalogs, page content, and permissions for internal teams and external customers.
- Led two website redesigns from planning through launch, coordinating with design, Sales, and leadership; the second redesign increased web traffic by **40%**.

LMS Administration & Self-Service Learning

- Administered LearnUpon for **500+ active learners**, managing account setup, groups, reporting, and access while monitoring engagement to identify at-risk customers.
- Developed **100 professional development courses** in Articulate Rise 360, enabling teachers to complete interactive, self-paced training.
- Designed and built **TRAILS**, a searchable library of **600+ downloadable lesson plans** organized by grade level and subject.
- Partnered with Sales to incorporate training engagement data into renewal conversations, demonstrating platform value and supporting retention.

Earlier Marketing & Operations Responsibilities — Focus Technology

- Served as the company's sole marketing resource for several years, building its website, running email campaigns, and producing downloadable educational content.
- Coordinated **75+ trade shows annually**, including booth logistics, materials shipping, sales team travel, and staffing.
- Managed an eBay store selling refurbished and surplus devices.

EARLIER EXPERIENCE

TOLLEFSON DESIGN

Owner, Web Developer & Graphic Designer

Maple Grove, MN

- Independently operated a web development and graphic design business serving small businesses across the Twin Cities.

- Managed client websites, domain registrations, and email hosting, retaining most clients through responsive communication and reliable service.
- Produced branding, marketing materials, and publication layouts, including print production for The Ruffed Grouse Society and Trout Unlimited.

UNITED STATES AIR FORCE

Special Purpose Vehicle Mechanic & Heavy Equipment Specialist

Biloxi, MS, and Wiesbaden, Germany | Honorable Discharge

- Maintained and repaired mission-critical vehicles and heavy equipment in high-pressure environments in the United States and Germany.

PROFESSIONAL DEVELOPMENT

- AI Prompt Engineering for Business — ongoing coursework
- Customer Success Management frameworks — ongoing coursework
- Adobe Commerce and LMS platform training