AL TOLLEFSON

Customer Success, Onboarding & Product Operations Professional

Technical Support | LMS Administration | Implementation | Web & Platform Operations

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PROFESSIONAL SUMMARY

- Customer success and platform operations professional with 20 years of supporting the SaaS, LMS, and e-commerce platforms of a K-12 technology company, followed by a year designing and shipping an AI product of my own.
- Hands-on platform administrator rather than a manager of administrators: LearnUpon LMS, Articulate Rise 360, and Adobe Commerce (Magento), covering account provisioning, course architecture, and customer-facing portal operations.
- Build AI and LLM workflows that run in production and turn recurring technical issues into documented, self-serve resolutions that reduce escalations.

CORE SKILLS & PLATFORMS

AI & Automation: LLM prompt design and workflow automation | AI-assisted content generation | End-to-end product prototyping with AI development tools | AI-augmented customer communication

Customer Success: Onboarding and implementation | Account retention and health tracking | Escalation management | Technical triage and root cause analysis | Knowledge base management

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

Web & Product Ops: SaaS platform administration | LMS course design and administration | Website redesign and site operations | SEO and local search content | Cross-functional collaboration with Sales, IT, Software Development, and Support

PROFESSIONAL EXPERIENCE

AL TOLLEFSON STUDIO

Founder, Product & Operations • Maple Grove, MN • January 2025 – Present

An independent product studio building AI-powered applications for small businesses, from first concept through launch and ongoing operation.

- Designed, built, and launched CommsUp, a subscription SaaS product that generates Google Business Profile content for home service contractors in trades such as roofing, plumbing, HVAC, and electrical. Carried it from concept through marketing site, web application, mobile companion app, and a $49/month subscription offering.
- Built the LLM content generation engine behind three customer workflows: profile descriptions and service copy, review responses matched to rating and tone, and weekly post drafts tied to seasonal services and common customer questions.
- Designed the product around a mandatory owner-approval step so that nothing is published to a customer's Google profile automatically, addressing the primary trust objection for owners handing marketing to software.
- Wrote all customer-facing positioning, onboarding, and support content for a non-technical audience, producing a setup flow an owner completes in about five minutes without assistance.
- Operate the studio as a full-stack product practice covering AI application development, product positioning, and marketing site delivery, working with owners directly instead of through account handoffs.

TRAFERA

Senior Technical Customer Success & Product Operations Lead • St. Paul, MN • 2005 – January 2025

Formerly Trinity3 Technology (2014–2021) and Focus Technology (2005–2014)

Trafera sells and services technology, primarily Chromebooks and devices, to K-12 school districts across the country. Over 20 years I was the technical backbone for three connected areas: helping customers resolve problems and stay on the platform, running the company's online training library, and managing the customer-facing web portals where schools log in to track their device repairs.

Customer Success & Technical Support

- Sustained 95%+ customer retention year over year by tracking account health closely, catching problems early, and partnering with Sales to reach customers before they decided to leave.
- Served as the escalation point for technical problems the front-line team could not solve, diagnosing root causes, partnering with Engineering on fixes, and documenting solutions to speed future resolutions.

- Built an internal knowledge base and a customer-facing help library that let the support team and customers find answers independently, reducing the volume of issues escalated up the chain.
- Administered user accounts and system access for 200+ people, maintaining appropriate permissions with zero access incidents.

Online Training Platform (LearnUpon + Articulate Rise 360)

- Designed and built TRAILS, a library of 600+ downloadable lesson plans for K-12 classroom teachers, organized by grade level and subject with built-in keyword search.
- Developed 100 professional development courses in Articulate Rise 360, enabling teachers to complete short, interactive training on their own schedule and driving higher completion rates.
- Administered LearnUpon for 500+ active learners, including account setup, group organization, reporting, and access management, while monitoring engagement to flag at-risk customers early.
- Partnered with Sales to bring training library usage into renewal conversations, using engagement data to demonstrate value and support retention.

Customer Portals & Web (Adobe Commerce / Magento)

- Set up and managed 1,500+ customer repair portals on Adobe Commerce (Magento), handling new customer onboarding, configuration updates, and daily access issues.
- Led two full website redesigns from planning through launch, coordinating with design, sales, and leadership; the second redesign drove a 40% increase in web traffic.
- Maintained the company's e-commerce website, including product catalog, page content, and user permissions for internal teams and external customers.

Marketing & Events (Focus Technology)

- Served as the company's sole marketing resource for several years, building the website from scratch, running email campaigns, and producing 600+ downloadable lesson plan assets for educators.
- Coordinated 75+ trade shows annually, including booth logistics, materials shipping, sales team travel, and on-site staffing.
- Managed an eBay store for the sale of refurbished and surplus devices.

EARLIER EXPERIENCE

Tollefson Design

Owner, Web Developer & Graphic Designer • Maple Grove, MN

- Ran a web development and graphic design business serving small business clients across the Twin Cities, managing websites, domain registrations, and email hosting, and retaining most clients through responsiveness and reliability.
- Designed logos, brochures, business cards, and print materials, including print production for two client publications: 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 equipment in high-pressure environments in the U.S. and Germany.
- Competed as an Alpine skier for USAFE in Europe, placing 3rd overall across U.S. Air Force and Army teams.

PROFESSIONAL DEVELOPMENT

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