

Jayce Marie Arriola

Operations Manager

Client Engagements, Systems & Executive Operations

+63 947 897 0220

jayce@jaycemarie.com

Manila, Philippines, 1011

[in @jaycemarieandco](#)

[f @jaycemarie.co](#)



Certifications & Training



Certified Director of Operations™

- Certified by the **The Ops Authority®**
- Skilled in strategic mapping, operational planning, and team leadership, I align business goals with actionable strategies, fostering sustainable growth and driving high-performing teams.



Certified Online Business Manager®

- Certified by **International Association of Online Business Managers®**
- Expert in streamlining business processes and creating efficient systems, I excel in operational excellence, team leadership, and optimizing workflows to achieve organizational goals while empowering creators to scale their online businesses.



Certified Master Marketer®

- Certified by **FG Society**
- Proficient in strategic funnel marketing, I leverage market insights to design high-converting campaigns, support leadership decisions, & enhance communication with clients in the online business space.

I love investing in my learning & growth

Education

Bachelor of Science in Accountancy

Pamantasan ng Lungsod ng Maynila
(University of the City of Manila)

2013–2018

Career Highlights

- Built weekly operating rhythms, KPI scorecards, and SOP systems that **drove 94.63% OKR completion** across 10–15 contractors and vendors.
- Built scalable lead capture, routing, and lifecycle automations contributing to **763,000+ annual digital impressions + \$115K USD donations**.

About Me

Operations Manager and **Certified Director of Operations™** with **9+ years of experience** helping founder-led, service-based, and mission-driven teams turn scattered execution into clear systems, accountable workflows, and consistent client delivery. I specialize in **managing cross-functional projects**, building simple **operating rhythms**, **coordinating contractors and stakeholders**, **tracking KPIs**, improving handoffs, and **creating backend systems** that keep work moving from signed agreement through completed deliverables. Known as a steady integrator and founder right-hand, I bring strong judgment, proactive follow-up, systems thinking, and detail ownership to fast-moving teams.

Work Experience

Fractional Operations Manager

Rise Girl™ / Ali Hively LLC



October 2021 – Present

- **Manage operational delivery** and **support the founder** across school programs, marketing initiatives, launches, client/student experiences, and internal team priorities.
- **Coordinate internal team members, vendors, and contractors** across timelines, deliverables, ownership, and weekly priorities.
- Manage school/client **invoicing workflows**, including invoice preparation, tracking, follow-up, and payment visibility.
- Maintain **QuickBooks Online transactions** and support financial organization using **Profit First** principles to ensure revenue is allocated intentionally across operating needs, owner pay, taxes, profit, and reserves.
- **Build and maintain GoHighLevel and Airtable systems** for CRM pipelines, lifecycle tagging, onboarding, nurture workflows, and program visibility.
- **Track KPIs, deadlines, project progress**, and execution priorities to support leadership decisions and improve accountability.
- **Implement SOPs, workflows, and repeatable operating rhythms** to reduce rework, improve on-time delivery, and create clearer team ownership.

Digital Project & Operations Manager

Miami Museum of Contemporary Art of the African Diaspora (Miami MoCAAD)



December 2023 – February 2026

- Led marketing systems and digital infrastructure supporting a **763,040 annual multi-channel reach** across Instagram, Facebook, YouTube, LinkedIn, and email.
- **Established weekly KPI scorecards and SOP documentation**, driving a **94.63% OKR completion rate** across 10-15 contractors and vendors.
- **Managed Airtable-based relational databases** integrating donor pipelines, partnerships, events, content, and project visibility.
- **Coordinated timelines, dependencies, and deliverables** across concurrent client-facing initiatives.
- **Identified workflow bottlenecks and improved handoffs** through process optimization, automation, and clearer ownership structures.
- Ensured quality control across content, systems, reporting, and stakeholder-facing deliverables.
- Led operations leading to **donation growth from \$35K to \$115K+** during Give Miami Day campaign through **structured segmentation, lifecycle management, and digital storytelling systems**.
- **Secured and managed a \$120,000/year Google Ad Grant**, driving consistent high-intent traffic to the digital artist library & virtual museum.

Work Experience

Tech & Implementations Manager The Luxe Life Academy



January 2022 – August 23, 2024

- **Led teams and agencies to execute campaigns** that increased the email audience from 20,953 to 41,628 in 2024 and onboarded 1,000+ new students into the CEO's signature course.
- Acted as the CEO's right-hand woman, managing **finances, KPIs, and annual and quarterly goals** to ensure alignment with the company's objectives.
- Assisted the CEO with **weekly task prioritization** by creating actionable checklists aligned with strategic goals.
- **Directed team operations within ClickUp & Slack**, ensuring tasks were tracked, timelines met, and deliverables aligned with goals.
- Spearheaded **global talent acquisition**, sourcing and onboarding top-tier professionals worldwide.
- Streamlined workflows and optimized efficiency through tool integrations, automation, & systems.
- Managed **Shopify Done-For-You (DFY) projects** for program students.
- Developed and documented comprehensive **Standard Operating Procedures (SOPs)** to ensure operational consistency and scalability.

Tech Operations Coordinator Success with Soul, Inc. (Kate Kordsmeier)



July 2021 – October 2024

- Served as **CEO's right-hand operations partner**, supporting weekly priorities, KPI tracking, financial visibility, project coordination, and quarterly/annual goal execution.
- Designed and maintained end-to-end **marketing automation workflows** across **Kartra & HubSpot**, supporting a **product ecosystem** of **50+ digital offers**.
- **Built full-funnel infrastructure** including landing pages, opt-in forms, sales pages, checkout flows, upsell/downsell logic, and post-purchase automation.
- Architected lifecycle **tagging** and **segmentation logic** to support lead qualification, nurture campaigns, and program enrollment.
- Implemented **KPI dashboards** via **Looker Studio** to track revenue, conversion rates, campaign performance, and product health weekly.
- Built and maintained **email campaign workflows** for launches, evergreen funnels, mastermind programs, and micro-offers.
- **Documented funnel logic, automation dependencies, and system change logs** to ensure safe iteration and scaling.