

K A R I S S A J O N E S

New York, NY

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PROFESSIONAL SUMMARY

Creative operations and enablement professional with 9+ years of experience supporting cross-functional teams through workflow design, training, documentation, and content systems. I specialize in turning complex ideas into clear, scalable execution across agency, retail, apparel, and influencer-led environments.

SKILLS

Core Skills

Creative Operations · Product Operations · Workflow Design · Project & Program Coordination · Training & Enablement · Content Operations · UX-First Documentation · Stakeholder Communication

Tools

Notion · Monday.com · Google Workspace · Canva · Figma · OpenAI · CRM platforms (Salesforce familiarity)

EXPERIENCE

Creative Operations Manager (Internal title: Traffic Coordinator)

Niki Jones Agency — Port Jervis, NY

2025 – Present

Manage end-to-end creative workflows across multi-channel marketing campaigns, ensuring projects move efficiently from intake through delivery in fast-paced, deadline-driven environments.

- Plan, schedule, and track concurrent projects across creative, strategy, and account teams to ensure on-time delivery in fast-paced environments
- Direct workflow between teams, managing priorities, dependencies, and delivery timelines
- Support client accounts through coordination of assets, revisions, and ongoing execution
- Independently manage the NYL account, owning timelines, communication, and delivery
- Contribute hands-on design, social copywriting, and scheduling support as needed
- Develop training guides, internal documentation, and enablement assets to support launches and consistency

Product Operations & E-Commerce Manager

Adjmi Apparel Group — New York, NY

2020 – 2023

Supported large-scale product and go-to-market operations across product, marketing, and merchant teams in a high-volume apparel environment.

- Managed cross-functional workflows supporting major product launches, including a 600K-unit launch with 83% sell-through
- Coordinated timelines and deliverables across internal teams and external vendors
- Owned supplier system onboarding and documentation, reducing internal support escalations by 40%
- Identified bugs and inefficiencies in vendor portals and escalated for tooling improvements
- Built internal resource libraries and training documentation to improve data accuracy and operational consistency

Digital Strategy & Operations Support

Solar GOAT — Remote

2024 – 2025

Supported the digital and operational revamp of an influencer-led brand in the renewable energy space.

- Streamlined content planning and scheduling to support consistent posting and audience engagement
- Introduced repeatable workflows to reduce friction and support sustainable content production
- Helped transition the creator from ad-hoc execution to a more structured, business-ready operation

EARLIER EXPERIENCE

Keyholder

Sunglass Hut – Central Valley, NY

2024 – 2025

PROJECTS & ENABLEMENT WORK

- **Meta Smart Glasses Training Guide:** Led the creation of associate-facing training materials translating complex wearable tech into clear, accessible guidance; adopted regionally following leadership feedback
- **Retail Digital Assets:** Designed in-store visuals supporting promotions, events, and operational readiness
- **Narrative Game Projects:** Designed and developed choice-based narrative games focused on UX, storytelling systems, and player flow

EDUCATION

PENNSYLVANIA STATE UNIVERSITY - BACHELOR OF ARTS IN HUMAN RESOURCES, MINOR IN GAME DEVELOPMENT - EXPECTED GRADUATION FALL 2026