

MATTHEW M. MACIAS

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PROFESSIONAL SUMMARY

Operations leader who grew a distributed sales and operations floor from 16 to 43 and took it from manual operations to a scalable engine — driving 112% revenue growth by building CRM systems, automation, compensation design, hiring, and performance management from zero. Hands-on with AI/LLM tooling and custom agent development, with a track record of turning reactive operations into systems that scale.

PROFESSIONAL EXPERIENCE

JTE Consulting — Santa Ana, CA

August 2023 – September 2026

Consumer legal services (timeshare dispute resolution) — distributed sales and customer operations

Director of Operations

August 2024 – September 2026

- ▶ Led, coached, and developed a distributed team that grew from 16 to 43 remote and in-office appointment setters and closers — setting performance expectations and managing day-to-day operations: productivity, scheduling coverage, and staffing optimization across time zones.
- ▶ Originated and owned the product vision for the company's CRM infrastructure (GoHighLevel) — scoped the build, directed internal IT and external developers, and expanded it across automated workflows, pipelines, dashboards, and SMS/email sequences.
- ▶ Established HR, compliance, and payroll processes from zero — including investigation documentation, compensation plan design, and call scripts/rebuttal guides for the team.
- ▶ Analyzed sales, turnover, and commission data to surface performance gaps and process improvements; built executive reporting that reduced payroll discrepancies across 40+ pay manifests.
- ▶ Partnered cross-functionally with ownership, sales, customer service, and external dev teams; led the customer-service CRM migration (Smartsheet to GoHighLevel).
- ▶ Hired, onboarded, and developed the team: trained every new hire and redesigned onboarding to cut ramp-to-production from 6–8 days to 1–2 (~75% faster), sustained through a full CRM migration.
- ▶ Launched and scaled a Meta paid-acquisition program over two years to 4.1x lifetime ROAS and 313% ROI (gross-profit basis), growing daily net profit 3.4x with a data-driven model; designed the supporting lead-distribution structure.
- ▶ Built LLM workflows and a custom AI agent (API automation, documentation, reporting); championed the first IT hire and coached an AI-skeptical engineer into AI-augmented work, multiplying his output.

Operations Lead

April 2024 – August 2024

- ▶ Absorbed operational leadership after the floor manager departed: ran hiring interviews, built onboarding and training for remote representatives, and stood up the SOPs that carried the team through its fastest growth period.

Sales Development Representative

August 2023 – March 2024

- ▶ Performed high-volume B2C outbound sales while building the consolidated commission-tracking system (Google Sheets to QuickBooks) adopted org-wide for payroll — it scaled from 16 to 40+ contractors; onboarded and managed 6 remote international reps through a 3-month ramp.

Cypress College LIFE Program — Cypress, CA

August 2022 – August 2023

Professional Expert

- ▶ Managed 20+ student caseloads and developed a strategic sustainability plan that expanded program engagement to 110 students through data-driven program design.

SKILLS

Operations Management • Team Leadership & Coaching • Performance Management • Process Design & Optimization • Automation • KPI & Metrics Analysis • Workforce Planning & Scheduling • Hiring, Onboarding & Training • Compensation & Incentive Design • CRM Administration (GoHighLevel, Salesforce) • Paid Acquisition (Meta Ads) • AI / LLM Tooling & Workflow Automation • Cross-Functional Collaboration • Data Analysis (Excel, RStudio)

EDUCATION

B.A. Business Administration — Economics, CSU Fullerton

May 2024 | GPA 3.27

A.A. Business Administration | A.S. Industrial Technology, Shasta College

May 2020 | GPA 3.45

LEADERSHIP & SPEAKING

Presented at four national conferences (CSULB, UCLA, Beyond the Bars LA, NHEP-Atlanta); led a workshop at Columbia University School of Social Work.