

Brian Wilson

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PROFESSIONAL SUMMARY

Highly accomplished Operations Leader with 20+ years of experience in call center operations, digital transformation, and technology enablement, specifically adept at leading enterprise-wide initiatives across CRM systems, Workforce Management (WFM), IVR/ACD platforms, and AI and LLM solutions. Proven ability to drive cross-functional collaboration, oversee large-scale technology implementations, and develop high-performing teams to exceed operational KPIs. Combines extensive frontline response experience with enterprise IT strategy, highly proficient in Lean Six Sigma frameworks. Aspiring to leverage expertise in call center management, AI integration, and team leadership to drive client success and optimize communication processes within a dynamic organization.

CORE SKILLS

Call Center Management | AI & Automation Strategy | CRM/VoIP Systems | IVR/ACD Design | Workforce Management Systems | Project Management (Agile/Scrum) | Cross-Functional Leadership | Digital Process Improvement | Performance Analytics | Tableau | Google Analytics | Training & Change Management | Communication & Collaboration | Budgeting & Vendor Oversight | Microsoft Excel (Advanced) | Six Sigma / Lean | Cybersecurity Operations

PROFESSIONAL EXPERIENCE

Quality Assurance & Technical Inspector | Massey Services - Port Orange, FL | Nov 2023 – May 2025

- Conducted residential and commercial inspections, verifying compliance with local and state regulations and ensuring adherence to design and operational standards.
- Utilized mobile apps and CRM platforms to document findings, identify discrepancies, and segregate non-conforming items, improving data accuracy and reporting.
- Performed preliminary reviews of non-conformances, facilitated corrective actions, and collaborated with clients to ensure satisfaction and compliance.
- Enhanced customer satisfaction scores by delivering professional service and clear communication of technical issues.

General Manager/Digital Marketing & CRM Strategist | Daytona Pressure - South Daytona, FL | Apr 2021 - Oct 2023

- Led all digital engagement and CRM systems including campaign automation, AI targeting, and VoIP routing, ensuring data security and privacy protocols.
- Oversaw \$50K+ marketing and technology budgets, implementing tracking and ROI reports.
- Collaborated with cross-functional stakeholders to improve campaign performance, reduce customer friction, and align with WFM availability.

IT & Dispatch Support | CRM/VoIP Implementation Lead | WCA Waste (GFL Environmental) - Orange City, FL | 2019 - 2021

- Directed the successful migration of dispatch and customer systems to a unified CRM/VoIP platform, focusing on secure data transfer and system integrity.
- Designed IVR call flows, trained users, and reduced average call handling time by 20%.
- Developed comprehensive documentation and workflows; supported 24/7 operations and maintained system security.

IT Specialist / Dispatch Supervisor | Woods Ambulance - Gardner, MA | 2004 - 2016

- Directed a 24/7 emergency dispatch center handling 250,000+ calls annually, ensuring compliance with ISO 13485, TL 9000, HIPAA, DOT, and state EMS standards, which included strict data security and privacy protocols.

- Verified conformance of dispatch processes to regulatory and operational requirements, reducing dispatch times by 45% through technology upgrades (Zoll RescueNet, ESO).
- Performed audits, documented discrepancies, and managed non-conformance processes, initiating corrective actions to maintain compliance and data integrity.
- Supervised and trained 12+ dispatchers and 80 field staff, ensuring adherence to medical protocols, emergency communication standards, and documentation procedures.
- Deployed secure, compliant software solutions, including ePCR and real-time vehicle tracking, to support operational excellence and regulatory compliance.

Firefighter / EMT | Hubbardston Fire Department - Hubbardston, MA | Jan 2004 - Dec 2014

- Responded to medical, fire, and rescue emergencies while maintaining detailed incident reporting and compliance with NFPA and OSHA standards.
- Conducted public safety inspections and worked collaboratively with local enforcement and emergency personnel.

IT Solutions/PC Repair/Web Development (Freelance) | GT1 Creative Media - Remote | Ongoing (2008 - Present)

- Partnered with healthcare, tech, and service-based businesses to implement CRM, digital ad, and process automation tools, with an emphasis on secure integration and data protection.
- Led strategic road mapping and platform integrations using tools like Salesforce and HubSpot.
- Leveraged AI and LLM technologies for process improvement.

SELECT ACHIEVEMENTS

- Reduced call center errors by 40% through CRM and IVR workflow improvements.
- Oversaw dispatch expansion that generated \$7M+ in new revenue and employed 70+ professionals.
- Built and deployed 100+ campaigns and internal tech platforms with measurable performance gains.
- Recognized as a process improvement leader and reliable cross-departmental liaison.

EDUCATION & CERTIFICATIONS

Associate of Science - Computer Science | Mount Wachusett Community College - MA | GPA: 3.8

Certifications:

- Google Prompting Essentials & Generative AI – 2025
- Google Analytics & Cloud Security – 2025
- Six Sigma White Belt - 2012/2025
- CISCO Cybersecurity Operations Fundamentals Specialization – 2025
- NVIDIA AI Infrastructure & Operations - 2025
- NVIDIA Fundamentals of RDMA Programming - 2025
- NVIDIA Introduction to Networking - 2025
- Harvard University: Professional Certificate in Data Science (In Progress)
- Cisco CCNA (In Progress)

TECHNICAL TOOLKIT

Programming Languages: Python, CUDA CRM & WFM Platforms: Salesforce, HubSpot, Clover, IVR/VoIP Systems Data & Reporting: Excel (PivotTables, Power Query), Tableau, Google Analytics Marketing Platforms: Meta Business Suite, Tik Tok Ads, SA360, Google Ads Project Tools: Trello, Slack, Microsoft Project, Teams Documentation: Microsoft Visio, Word, SOPs, User Guides