Kristofer Kraul

Operations and Project Management

Gainesville, FL | kristofer@kraul.dev | (850) 933-4941 | linkedin.com/in/kraulk | github.com/kraulk

SUMMARY

Operations and project manager who moved from QA tester to operations manager at a WordPress agency group with three subsidiaries. Managed 10+ concurrent client projects, led a distributed team of developers and contractors, and built SOPs and systems behind client onboarding and delivery. Before agency work, spent 10 years in Florida public schools, including co-leading a district platform rollout for a 100-person department. Technical enough to scope work accurately and translate between clients and developers.

CORE SKILLS

- **Operations:** SOP and process design, client onboarding, systems and vendor selection, help desk and escalation triage, QA testing, inventory and compliance checklists
- **Project management:** 10+ concurrent client projects, sprint planning, turning requests into scoped tickets, retainer delivery, distributed team leadership, training and documentation
- **Tools:** Linear, ClickUp, GitHub, Microsoft 365, Square, Stripe, credential management systems, generative AI tools (Claude, OpenAI, OpenRouter)
- **Technical:** WordPress block themes and plugins, HTML, CSS, PHP, MySQL, WP-CLI, Docker, browser DevTools, managed hosting (WP Engine, Flywheel, BigScoots, xCloud), accessibility audits with axe and WAVE

EXPERIENCE

Founder and Technical Consultant, Kraul Ventures | Gainesville, FL (remote) | May 2025 to Present

- Build and support WordPress sites for small businesses, and train non-technical owners to run their own sites.
- Act as the single technical contact for clients, supporting them over live screen share and recorded how-to guides.
- Design generative AI workflows that summarize and restructure large content libraries, and draft proposals and SOWs from recorded client meetings.

Operations Manager, You Do You, LLC | Remote | Mar 2023 to May 2025

- Ran operations for the parent company and its three WordPress subsidiaries (Once Coupled, Small Plugins, Creator Theme), owning client onboarding, systems selection, and SOPs.
- Managed 10+ concurrent client projects and led 2 full-time developers and 2 part-time contractors through Linear and GitHub, planning sprints and clearing blockers.
- Delivered live troubleshooting webinars and hands-on implementation support for client teams.
- Answered help desk tickets, diagnosed issues inside client sites, and wrote bug reports for developers.
- Built, tested, and debugged custom block themes and plugins, and ran accessibility audits with axe and WAVE.

Project Manager, Once Coupled | Remote | Nov 2021 to Mar 2023 (started as QA Tester)

- Turned client requests into scoped developer tickets and kept clients updated through each build.
- Triaged support issues by urgency so developers stayed on the highest-value work.
- Ran QA testing and troubleshooting across client sites before and after launch.

Brewer, Swamp Head Brewery | Gainesville, FL | Nov 2025 to Oct 2026 (part-time, promoted from Production Technician)

- Wrote brewing and cleaning SOPs and training documentation, then trained incoming brewers on them.
- Tracked keg, can, and pallet production and ingredient inventory, audited storage, and kept daily temperature and sanitation checklists.

School Psychologist, Pinellas County Schools | Largo, FL | Aug 2016 to Jun 2025 (part-time contract from Jul 2021)

- Co-led, with the department supervisor, the district rollout of digital assessment platforms for 100 users, covering roster and data uploads, training, adoption support, and updates to district leaders.
- Served on the district Medicaid team, supporting audits and training staff to log billable activities.
- As Team Leader (2020 to 2021), ran professional learning communities and helped write department procedures for the pandemic shift.
- Managed confidential records and met state and federal evaluation deadlines across a multi-school caseload.

School Psychologist, Okaloosa County School District | Fort Walton Beach, FL | Aug 2015 to Jun 2016

- Built an academic progress monitoring graphing tool that other schools went on to adopt.

EDUCATION AND CERTIFICATIONS

- **Full-Stack Web Development Certificate (LC101)**, LaunchCode, 2018
- **Ed.S., School Psychology**, University of Florida, 2015
- **B.S., Psychology**, University of Florida, 2012
- **Nationally Certified School Psychologist (NCSP)**, 2016 to 2022