

FINNEUS McCLAIN

AI Platform Administration · Support Operations

mcclaintech2011@gmail.com | Metro Atlanta, GA | [linkedin.com/in/finneusmcclain](https://www.linkedin.com/in/finneusmcclain) | finnmcclain.com

SUMMARY

Senior support operations and AI platform professional with 13 years of experience improving customer experience through data-driven insights, process redesign, and automation. Administers conversational AI platforms in production, from vendor selection through migration to daily ownership. Known for translating ambiguous needs into clear operating plans, KPIs, and scalable workflows across cross-functional teams. Motivated by mission-driven work that expands access to high-quality care, empowers underprivileged communities, and strengthens community ties.

SELECTED IMPACT

- Reduced ticket volume ~18% at Etsy by expanding AI automations and bot-only workflows; drove continuous improvement using ticket and intent analysis.
- Improved efficiency ~20% at Fluent by building Zendesk macros, improving intake quality to increase one-touch resolution, and leading targeted trainings (AHT and TTR).
- Increased self-service and deflection at Calendly and The Home Depot through workflow automation and knowledge strategy improvements.

CORE STRENGTHS

- Platform Administration: Sierra, Zendesk, Jira, Zapier, Google Workspace.
- Technical Skills: API troubleshooting, Python, SQL, HTML/CSS, JavaScript.
- Operations & Strategy: Process automation, change management, project coordination, data analytics.
- Leadership: Operational team leadership, employee training and development, quality assurance.

EXPERIENCE

Chatbot Technical Lead · Etsy (contract via Braintrust), Remote Nov 2024 – Present

- Led vendor selection for the support AI platform: three-month evaluation of seven vendors, hands-on POCs with three, scored on a weighted rubric covering Zendesk integration, API and metadata handling, and KB-only language performance; recommendation (top score 4.9/5) adopted and contracted.
- Led the migration to Sierra: audited the outgoing platform's intents, flows, and integrations; built connectors into the data warehouse and CRM; curated the knowledge base Sierra draws from.
- Verify and correct AI responses in production; iterate on knowledge sources and routing to improve automation quality and deflection.
- Expanded AI automations and bot-only workflows, cutting ticket volume ~18%; prioritize roadmap work from ticket driver and intent analysis.
- Partner with Engineering and Ops to scope, test, and release automation changes; run UAT and monitor outcomes via KPI trends (volume, resolution drivers, CSAT signals).

Customer Care Operations Lead · Fluent, Inc., Remote Mar 2024 – Jan 2025

- Managed an 11-person customer care team across CRM and agent operations.
- Reduced AHT and TTR ~20% by building Zendesk macros, improving customer intake to increase one-touch resolution, and leading short, targeted training sessions.
- Produced KPI reporting and operational insights for leadership; partnered cross-functionally to implement process and tool changes and ensure adoption.

AI Training Specialist · Outlier, Remote Dec 2023 – Oct 2024

- Improved AI output quality for a conversational AI guardrails program: identified failure modes, documented patterns, and refined guidelines in partnership with stakeholders.

Every claim on this page survives a follow-up question.

Zendesk Administrator (Support Operations) · Calendly, Remote

Jan 2022 – Dec 2023

- Led a Zendesk rebuild and operational redesign: configured workflows, automations, SLAs, macros, and reporting to improve routing and visibility.
- Increased self-service and deflection ~18% by implementing automation and knowledge improvements; supported adoption through documentation and training.
- Built KPI dashboards and scorecards to monitor volume trends and service quality for Support leadership.

Zendesk Guide Specialist · The Home Depot, Remote

Jan 2020 – Jan 2022

- Owned Supplier Hub knowledge base operations in Zendesk Guide: improved information architecture, accessibility, and content standards.
- Partnered with Supplier Collaboration and Support to identify and close content gaps, reducing repeat contacts and escalations for supplier and logistics stakeholders.

Support & Operations · Earlier roles (2013 – 2020)

Concentrix · Mailchimp · Sage

- T1/T2 technical support for Apple on Concentrix's contract, including support team management; API Specialist and technical support at Mailchimp; support and project coordination roles at Sage.

Paramedic · Grady Health System, Atlanta

2011 – 2013

- Emergency medical response before my IT career: rapid assessment, triage, and time-critical decision-making under pressure.

EDUCATION

B.S., Information Technology — Southern New Hampshire University (in progress, GPA 3.94, expected 2026) · President's List (2x) · Honor Roll (11 terms)

CERTIFICATIONS

Zendesk Administrator · Zendesk Guide Specialist · Atlassian Agile Project Management Professional · Certified Scrum Master · Scrum Product Owner (SPOC) · Scrum Excellence (ScrumEx) · Certified Agile Leader

LANGUAGES

French (professional working) · German (limited working)