

CHRISTINA SALERNO

FUTURE WEBFLOW TEAM MEMBER

CONTACT

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EDUCATION

Personal MBA

Seth Godin, Ramit Sethi, Evercoach, B-School, and many more
Digital Ave., Internet | 2004-forever

SKILLS

- Coaching and Mentoring
- Strategic Planning / Execution
- Product / Experiential Design
- Team / Community Building
- Operations / KPIs / SCRUM
- Remote experience for 10+ yrs
- G Suite / Slack / Zoom / Dropbox
- Adobe Creative Suite
- CSS/HTML/WordPress

INTERESTS

Gamification, Psychology, Music, Fusion Dance, Nature, HSPs

- The Book of Awakening
- Desire Mapping
- Multipliers
- Scaling Up

PROFILE

Business operations strategist, team mentor, master coach, and design geek with 15+ years experience in 6 different industries. Based on my research, it looks like I'd most be aligned to contribute the following:

- Draw out vision from CEO and drive implementation of the next phase of growth.
- Use insatiable curiosity and creative problem solving to pin-point optimization.
- Cultivate, coach, and evolve team performance, communication, and culture.

EXPERIENCE

CO-FOUNDER

SAMURAI COACHING DOJO | 100% VIRTUAL COMPANY | 2016 - PRESENT

An accelerator for coaches to deliberately practice the craft of deep coaching and sales so they can make more impact and money.

- Designed and built a product that [customers rave](#) about with a 93% NPS score.
- Interviewed, hired, managed, and mentored 100% remote team, grown from 2 to 12. We were [written about in an article](#).
- Implemented operations, processes, KPIs, and Scrum to improve quality, cohesion, and scalability. Reduced OpEx / Increased Profit by 3% within 6 mo.

FOUNDER

LIVING QUIRKY | NEW YORK CITY, NY | 2013 - 2016

Personal development, coaching, community, and events for those who want to let their quirk out.

- Created content and an [opt-in quiz](#) which continues to attract and convert traffic even after years of inactivity.
- [Coached](#) 100s of creative and analytical misfits into more whole and empowered versions of themselves.
- Organized and inspired a community of thousands around a shared [mission of inclusivity and diversity](#).

WEB & GRAPHIC DESIGNER

INTUITIV DESIGN | NEW YORK CITY, NY | 2011 - 2014

- Designed graphics for web and print based on client's scope and objectives.
- Envisioned and built websites with a focus on branding using Wordpress.
- Trained a range of not so tech savvy individuals in basic use of CMS platforms.

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August 15, 2019

Dear awesome human reading this:

I help people and organizations to accelerate momentum, scale business initiatives, and maximize their full potential.

I'm highly interested in doing so as part of the team with Webflow.

You may have this question after reviewing my resume: *"If you're already a leader in a successful multi-six-figure business, why would you want to apply to Webflow?"*

- 1) My Co-Founder is also my fiancé. We love each other and we love creating together, but it's time for less entanglement. #transparency
- 2) I thrive working with a team and prefer refining and growing something already up and running.
- 3) When I found your job posting via Creative Mornings newsletter, it was a whole-hearted YAS QUEEN moment! The more I researched, the more I became curious and inspired by your mission, core habits, and culture.

Also, fun fact: I used to get my geek on back in 2006 while teaching myself CSS / HTML by hacking my MySpace theme code. #oldschool

Sincerely,

Christina Salerno

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