PARKER TERLE

Business Operations | Process Improvement | Data Analysis
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SUMMARY

Operator who built a multi-team service business from zero (hiring, weekly payroll, billing, pricing, KPI systems) and is looking to run operations inside an early-stage team.

SELECTED RESULTS

- Cut recruiting cost per onboarded hire about 70% by rebuilding the hiring pipeline in GoHighLevel with an AI bot that books interviews and sends reminders
- Cut cost per recurring customer about 60% after a CAC and retention analysis showed Google LSA's low lead cost hid a ~$650 cost per recurring customer
- Cut cleaner pay from 57% to 52% of revenue by benchmarking a dozen competitors and recalibrating pricing and labor estimates

SKILLS

Finance and billing: 13-week cash flow forecasting, weekly contractor payroll (Gusto), invoicing and collections (Stripe), budgets vs actuals
People and operations: business operations, hiring and onboarding, vendor and contract management, pricing, EOS operating cadence, SOP building
Systems and data: KPI reporting and dashboards (Excel, Power Query, Looker Studio), SQL, CRM automation (GoHighLevel), workflow automation (n8n)

EXPERIENCE

MaidThis Phoenix | Phoenix, AZ, run remotely from the Bay Area
Founder & Head of Operations | Feb 2024 – Present
Residential, vacation-rental and commercial cleaning business built from zero: ~100 recurring clients and ~15 contracted cleaning teams, run inside a franchise system with external reporting standards, a franchise business coach and an outsourced bookkeeper and CPA.

- Run weekly contractor payroll in Gusto, Stripe invoicing and collections for commercial clients, and a 13-week cash flow forecast; when a client's net-15 terms squeezed weekly payroll, brought on a team paid monthly for that account until cash stabilized
- Built the hiring pipeline in GoHighLevel (application, interview, paperwork, paid test clean, first-10-cleans audit) with an AI bot that books interviews, sends reminders and chases paperwork, saving the team ~10 hours a week
- Run the company on EOS: weekly scorecard, L10 meetings, quarterly Rocks and an SOP library with daily checklists per role; automated the weekly KPI pull from five systems into a Looker Studio dashboard with n8n
- Grew revenue 164% year over year from 2024 to 2025, scaling to 1,650 cleans in the past 12 months across 15 contracted cleaning teams
- Hired and managed 5 sales agents across three countries, set their commission structure and pay schedule, and plan headcount each year around seasonality
- Set pricing and contract terms for commercial clients; manage vendors across accounting, tax, bookkeeping, software, marketing and tech support, plus business insurance and the franchise, LLC and tax filings
- Launched a commercial cleaning line (now ~20% of revenue) and an Airbnb host campaign that pulled public permit records into the CRM with SQL (~$250 cost, ~$85K first-year revenue)

Cal Fire | San Diego, CA
Firefighter I | Jul 2022 – Jun 2024
Firefighter-EMT on a 72-hour shift schedule responding to wildland fires, medical emergencies and vehicle accidents on multi-agency incidents under ICS with state and local government.

- Tracked the station's medical supply inventory by lot number and expiration date and ran daily engine and equipment readiness checks, keeping equipment compliant and ready for calls
- Mentored rookie firefighters in year two on daily station operations, equipment and training standards; wrote incident and patient care reports and station logs

UCSB Student Resource Building | Santa Barbara, CA
Staff Supervisor | Apr 2018 – Jul 2020
Supervised daily operations for a 20+ person student staff at a high-traffic campus resource center; main point of contact for scheduling, training and after-hours support.

- Hired about 10 staff a year, led start-of-year training, reviewed work quality, set quarterly schedules, led weekly staff meetings and handled performance issues
- Moved the building's room reservation system from Microsoft to Google Calendar and ran logistics for campus events, staff off-sites and socials, including setup and closeout

Douglas McCauley Research Group | Santa Barbara, CA
Research Intern | Aug 2018 – Jul 2019
Year-long internship in a UCSB marine science lab supporting a drone-based shark detection project for Santa Barbara beaches.

- Built a balanced training dataset for a drone-based computer vision model that assesses white shark risk off Santa Barbara beaches, annotating footage frame by frame in VATIC with look-alike objects to cut false positives

EDUCATION

UC Santa Barbara, Bachelor of Science in Biology (with honors), Minor in Scientific Communication, 2020

CERTIFICATIONS AND TRAINING

Google Project Management Professional Certificate (Mar 2024); Firefighter 1 and 2; EMT; ICS-200; FEMA NIMS IS-100, 200, 700, 800; Hazmat First Responder Operations

VOLUNTEER

Cottage Hospital, Emergency Department Volunteer, Jul 2018 – Jan 2019