

Melinda (Mindy) Peters

Marketing Systems Operations Manager

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Professional Summary

Marketing systems and technical operations professional with 14+ years supporting creator-led education businesses through lifecycle automation, community operations, and scalable marketing infrastructure. Deep experience with Kit, Zapier, WordPress, Circle, and customer segmentation systems supporting 90,000+ subscribers, multi-million-dollar digital product sales, and membership communities. Skilled at translating business goals into reliable technical workflows and customer experiences.

Selected Achievements

- Progressed from contractor to Head of Data & Technology over 12 years, helping scale a creator-led business through audience growth, product launches, community expansion, and technology evolution
- Served as a trusted operational partner across 12 years of organizational growth, supporting leadership, team members, and customers through platform transitions, product launches, and business expansion
- Supported lifecycle marketing systems for 90,000+ active subscribers and managed the operational infrastructure for \$5M+ in digital course sales, as well as a 1,000 member online community
- Led WordPress and community platform migrations with minimal customer disruption
- Built automation and segmentation workflows across Kit, Zapier, Circle, and WordPress
- Supported launch operations, checkout systems, and customer journeys for creator education products

Core Competencies

Platforms & Automation

- Kit (ConvertKit)
- Zapier
- Circle
- WordPress
- RightMessage
- Manychat

- Stripe
- Google Tag Manager
- Google Analytics 4
- Teachable

Technical Operations

- Data migrations
- QA testing
- Workflow optimization
- Subscription/payment systems
- HTML/CSS customization
- Reporting dashboards
- Cross-platform integrations

Professional Experience

SPI Media LLC dba Smart Passive Income (Formerly Flynnindustries, LLC)

Head of Data and Technology | April 2023 – May 2026

- Maintained the data integrity for the creator business's core suite of software products, tracking and segmenting customer lifecycle data for 9000+ lifetime paid customers and 90,000 active email subscribers
- Implemented Google Tag Manager and Google Analytics 4 to website traffic, ecommerce purchase events, and created sales attribution reports tracking sales for sales with MRR of \$80,000
- Managed two WordPress redesigns with outside designers and developers, implemented new designs, and completed two content audits, reviewing hundreds of pages and thousands of blog and podcast posts
- Managed and provided quality assurance for a community platform migration with Circle's customer support, including migrating Stripe payment tokens
- Built and managed lifecycle marketing workflows for the internal marketing team, supporting product launches and audience building, including event registrations, customer segmentation, and personalized landing page experiences

Solutions Manager | January 2019 – April 2023

- Produced creator education content teaching email automation and community platform workflows using Kit and Circle, and hosted live technical troubleshooting for community members
- Implemented the launch of the SPI Pro online community in Circle for July 2020, including designing the workflow for online payment and subscription management, platform access and benefits management
- Aided the Director of Community with technical management for online community of 1,000 paid members and 10,000 free members at peak, including subscription management, customer access, content and course management, and customer events

- Managed online course platform with 15+ courses and \$5 million in sales, including course content layout, landing page creation, customer segmentation, data collection, and promotional event registration, collaborating with the internal marketing team
- Managed Flynncon conference landing page and checkout for 400 attendees and provided live creator business technical troubleshooting for attendees
- Managed the Smart Podcast Player (now Fusebox) software feature request backlog (through July 2019), based on customer feedback
- Contributed to a website redesign and conducted a content audit of eleven years of blog posts for search engine optimization and reader relevancy

Winning Edits (Primary client: Smart Passive Income)

Senior Producer | June 2016 – December 2018

- Consulted with and implemented audience building marketing solutions to content creator customers, including email marketing data segmentation, automation, landing page creation, and product checkout management
- Managed our customer Amazon KDP platforms for self-publishing book sales
- Provided email-based customer support for the Smart Podcast Player (now Fusebox) WordPress plugin, established the knowledge base, and created tutorial videos for installation and troubleshooting
- Managed team and conducted quality assurance for the creation of 800+ AskPat Podcast blog posts

More Time To Write (Primary client: Winning Edits)

Freelance virtual assistant | July 2012 – June 2016

- Migrated the Smart Passive Income email marketing to Kit (ConvertKit)
- Edited educational video and audio content for online creators, including the AskPat Podcast
- Subcontracted with Winning Edits to provide book editing, audio editing, and marketing services for self-published authors and online creators, including Smart Passive Income

The Hub Meeting and Event Centers

Business Support Manager | January 2010 – July 2012

Sales Coordinator and Assistant to the CEO | January 2007 – January 2010

Nonprofit Solutions

Meeting and Event Coordinator | April 2005 – March 2006

Education

University of Minnesota Carlson School of Management

B.S.B. Marketing | August 1999 – June 2004