

Jaxon Carroll

Solutions Consultant · Operations & Customer Success Leader

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SUMMARY

Solutions-focused operations leader with fifteen years bridging clients and engineering teams — translating business goals into technical solutions across thousands of custom website projects. Executive-level track record on customer experience: cut monthly churn 30% across thousands of accounts, grew Google reviews 33%, and halved service-delivery timelines. Runs the full client lifecycle — discovery, scoping, proposals, demos, delivery, and long-term retention — and builds the systems and software that make it scale.

EXPERIENCE

Founder & Developer

2024 – Present

Thornwood Digital • Pleasant Grove, UT

- Established and operate a full-service web development and marketing business serving small and mid-sized businesses across Utah.
- Lead every discovery call, scope, and proposal — translating business goals into technical solutions clients understand, then building and demoing them.
- Manage the full customer lifecycle from sales and onboarding through ongoing support and retention.
- Serve as primary escalation point for client concerns, ensuring timely resolution and high satisfaction.
- Implement structured onboarding processes to set clear expectations and reduce friction.
- Drive long-term client relationships through proactive communication and value delivery.

Vice President, Operations

2022 – 2024

DentalQore • American Fork, UT

- Owned operational strategy and customer-experience initiatives for a national web-services organization serving thousands of dental clients.
- Reduced monthly client churn from 2.7% to 1.9% (a 30% reduction) through strategic improvements to onboarding, communication, and service resolution.
- Led cross-functional teams across six departments to align around customer satisfaction and service excellence.
- Improved first-touch resolution by implementing structured training and accountability systems.
- Grew Google Reviews from 900 to 1,200 within 12 months (a 33% increase) by increasing customer advocacy.
- Cut service-delivery timelines by 50% and captured \$15K in operational savings through infrastructure optimization.
- Acted as executive escalation point for high-impact client concerns — the working bridge between sales, support, and engineering.

Development Manager

2016 – 2022

DentalQore • American Fork, UT

- Directed a high-performing team of web developers in the creation of 3,800+ custom websites for dental clients.
- Collaborated cross-functionally with designers, content writers, and project managers to deliver integrated solutions that exceeded client expectations.
- Implemented code and infrastructure improvements to the proprietary base WordPress theme for better speed, security, flexibility, and customization.
- Reduced average website build time from 15 hours to 7-8 hours and cut completion time in half, from 90 to 45 days.
- Produced 14+ sites per week with a team of three developers, doubling previous output, and was recognized for the fastest build-time average in company history.

- Mentored and coached team members to build skills and foster a culture of continuous professional development.

Front-End Developer

2015 – 2016

DentalQore • American Fork, UT

- Led end-to-end development of fully custom, responsive client websites, maintaining an 8-10 hour average per project.
- Produced concise, optimal code on the company's proprietary WordPress theme and maintained internal proprietary plugins.
- Built and launched 1,000+ websites; established the company standard for development performance.
- Selected as Employee of the Month (Jan. 2016) and promoted to Development Manager after only seven months.

Web Developer / Process Manager / SEO Fulfillment Specialist

Boostability

- Earlier roles spanning web development, process management, and SEO fulfillment.

EDUCATION

Utah Valley University

Associate of Applied Science, Web Design & Development
Orem, UT

Certifications

HIPAA Certified • Cybersecurity Training (DentalQore) • EOS WorldWide Training & Implementation

SKILLS

Solutions Consulting & Pre-Sales • Technical Discovery & Scoping • Client Demos & Stakeholder Presentations • Bridging Business & Engineering • Customer Success Strategy • Client Retention & Renewals • Churn Reduction • Customer Experience • Cross-Functional Leadership • Process Improvement • Operational Efficiency • KPI & Performance Metrics • HTML • CSS • JavaScript • jQuery • PHP • MySQL • WordPress • cPanel / WHM • DNS • phpMyAdmin • Google Tag Manager • SEO Strategy • Figma • Jira • Trello • Ninety.io • Adobe Suite • Microsoft Office Suite