

MOLLY WOOD

CONTACT CENTER & CX SOLUTIONS ARCHITECT

Technical depth. Operational empathy.

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PROFILE

Contact center and CX technology leader with 7+ years of progressive experience across technical support, enterprise applications, platform ownership, solution architecture, and AI-enabled customer experience. Led enterprise contact center modernization and served as sole technology owner of a Salesforce Service Cloud Voice and Amazon Connect environment supporting ~400 users and ~100 queues. Translates ambiguous operational needs into scalable routing, automation, integrations, and customer experiences across Salesforce, AWS, Google CCAI, and UJET.

CORE EXPERTISE

Contact Center Architecture • CX Solution Design • Amazon Connect • Salesforce Service Cloud Voice • Google CCAI • UJET • Conversational AI • IVR & Routing • Amazon Lex • AWS Lambda • Salesforce Administration & Development • Systems Integration • Technical Discovery • Migration & Modernization

PROFESSIONAL EXPERIENCE

WellSky | Austin, TX / Remote

Enterprise Applications Administrator (previously III / II) | Sep 2022–Present

Sole technology owner and solutions architect for enterprise contact center and CX technologies.

- Led the migration from NewVoiceMedia to Salesforce Service Cloud Voice and Amazon Connect; assumed major architecture and implementation responsibility after the consulting partner's lead architect was removed near go-live, rebuilt critical flows, resolved gaps, and delivered the rollout.
- Served as sole technology owner for an enterprise Amazon Connect environment at scale, supporting ~400 users, ~100 queues, 200+ routing profiles, nearly 100 flows, and ~200 phone numbers.
- Redesigned routing architecture as the original one-profile-per-user model approached AWS limits, consolidating the environment to ~120 reusable profiles organized around queue access and operational need.
- Architected IVR and routing solutions across Amazon Connect, Salesforce, Lambda, Lex, and DynamoDB, including Salesforce-driven priority routing, self-service, emergency and holiday messaging, voicemail, customer identification, and information capture.
- Designed Amazon Lex routing for a specialized clinician support line serving insurance-related workflows, helping the operation achieve a 30-second speed-to-answer SLA.
- Built automation that reduced administrator dependency, including phone-controlled emergency messaging, automated holiday handling, Lambda-powered voicemail, and differentiated routing for strategically important customers.
- Led contact center discovery and integration for recurring acquisitions, including current-state call mapping, number porting, routing design, configuration, and migration into enterprise standards.
- Provide key technical and architectural expertise for the transition to Google CCAI and UJET; document current state, advise on solution and voice experience design, and solve cross-platform implementation challenges, including independently migrating emergency-code data from DynamoDB to Firestore.

PROFESSIONAL EXPERIENCE — CONTINUED

Technical Analyst | Dec 2019–Sep 2022

- Progressed from application support into enterprise systems and contact center technology, translating operational requirements into technical solutions across customer-facing platforms.
- Built and supported Amazon Connect and Amazon Lex solutions for routing and information capture, establishing the technical foundation that grew into ownership of the enterprise contact center.
- Partnered with business stakeholders, vendors, and technical teams to investigate production issues, identify root causes, and design practical solutions rather than simply execute predefined requests.

WellSky | Austin, TX

Technical Support Specialist | Jun 2019–Nov 2019

- Troubleshoot complex customer issues across application behavior, configuration, permissions, browsers, networks, devices, and local environments, distinguishing software defects from customer-environment problems.
- Created detailed troubleshooting documentation and translated technical findings into clear, actionable guidance for customers and internal teams.
- Earned promotion to Technical Analyst after approximately six months through strong technical aptitude, ownership, and independent problem solving.

EARLIER EXPERIENCE

Nordstrom & Nordstrom Rack | Houston & Austin, TX

Merchandising & Inventory Assistant Manager; Customer Service Specialist; Bridge Jewelry Specialist; Salesperson | 2016–2019

- Progressed across customer service, sales, merchandising, and assistant-management responsibilities; recruited, hired, developed, and trained a ~30-person team.
- Analyzed sales trends and projections to guide coordinated business strategies across men's, women's, and children's apparel.

Junior League of The Woodlands | Spring, TX

IT / Web Design & Digital Leadership | 2015–2019

- Maintained public and member websites, fulfilled organization-wide IT requests, and supported reporting, analytics, and e-commerce administration.
- Led the WordPress redesign of the public website, coordinating requirements and launch readiness across board and committee stakeholders.

TECHNICAL TRAINING

DigitalCrafts | Houston, TX

Full-Stack Programming | 2018

Immersive, project-based software development program covering JavaScript, Node.js, Python, React, SQL/PostgreSQL, APIs, Git, front-end and back-end development, and collaborative application delivery.

TECHNOLOGY

Contact Center & CX: Amazon Connect, Salesforce Service Cloud Voice, Google CCAI, UJET, Amazon Lex, IVR/ACD, conversational AI, queue- and skills-based routing

Cloud & Development: AWS Lambda, DynamoDB, Firestore, AWS CLI, APIs, JSON, JavaScript, Git/GitHub, serverless architecture

Salesforce & Data: Service Cloud, Salesforce administration & development, Flow, SOQL, Email-to-Case, security & permissions, API integrations, Kinesis, Power BI integrations

SELECTED RECOGNITION

Above & Beyond Award — Excellence in AI | Recognized for contributions to AI-enabled customer experience modernization.