

# Gregory Jones

*People Leadership | Project Delivery | Operations*

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## PROFESSIONAL OVERVIEW

People and operations leader with international experience across retail, hospitality and marketing. Proven ability to develop emerging leaders, guide teams through operational change, and deliver onboarding and training. Brings practical experience building AI-assisted tools and making new systems easier for people to understand and use.

## WORK EXPERIENCE

### **lululemon | Berlin | Jul 2024 - Feb 2026**

*Assistant Store Manager - People & Community Focus*

*Previously Key Leader and Educator*

- Jointly led a 30-person team and coached all four Key Leaders, sharing staff development and performance reviews with the Store Manager.
- Managed staff schedules, coverage, team meetings, HR paperwork and internal communications; coordinated onboarding and training for 24 hires across two Berlin stores.
- Coordinated 10,000 transferred and 15,000 inbound units for the flagship relocation. Redesigned storage and receiving, increasing throughput 50%, from approximately four to six boxes per employee per hour.
- Led ship-from-store rollout and trained 45 employees across two stores; monitored fulfillment metrics and addressed cancellations linked to unrecorded damaged stock through targeted training.
- Coordinated studio partnerships and team fitness sessions; started a run club with one event drawing 115 attendees and planned six in-store activations.

### **Freelance Web Designer & Developer | Apr 2024 - Present**

- Delivered website builds, rebrands and interactive features for approximately 10 clients, including consultants, personal trainers, marketing agencies and production companies.
- Managed projects from requirements and design through client communication, revisions, testing and launch, coordinating approvals and resolving issues throughout delivery.
- Built and customized Webflow sites using HTML, CSS and GSAP animations, organizing reusable components, class naming and design systems to support consistent styling and future updates.

### **Nespresso | Los Angeles | Oct 2023 - May 2024**

*Retail Sales Manager - Operations Focus*

- Managed and developed a 13-person sales team through training, observation and individual feedback; handled escalated customer issues.
- Reorganized storage and receiving, batching repetitive tasks while maintaining stock rotation and clear stock locations for the sales team.
- Moved receiving outside trading hours to reduce processing time and labor hours; maintained the faster workflow after handoff to another employee.

### **Lampstand Studios | Temecula, California | May 2021 - Oct 2023**

*Marketing Account Manager*

- Won client business and planned delivery of creative projects spanning commercial shoots, brand decks, websites and social media management packages.
- Coordinated external contractors and designers to deliver client projects, combining project planning with hands-on web design.
- Managed project delivery from client brief through final approval, coordinating deadlines and revisions and presenting results to clients.

## **HeyYou Creative | Sydney | May 2020 - May 2021**

### *Marketing Manager / Sales Development*

- Progressed from sales development into marketing management, taking ownership of project delivery, team coordination and external contractors.
- Planned and coordinated photo and video shoots, organizing people, locations, equipment and production-day activity alongside project payments.

## **Café Manager | Various cafés, Australia | 2018 - 2020**

Held café management roles while studying, including at Stage Door Espresso and Rival Coffee.

## **Old Town Pub and Grub | Temecula, California | 2016 - 2018**

### *Assistant General Manager; previously Kitchen Manager and Dishwasher*

- Progressed into leadership of a 29-person team across kitchen, service, bar and bussing roles.
- Owned kitchen scheduling, coordinated suppliers and contracts, and hired security staff to support restaurant operations.
- Developed and trialed new dishes, updated existing meals and sourced ingredients from suppliers; redesigned a five-page menu booklet into a double-sided menu.

## **SELECTED AI PROJECTS**

### **Berlin, Under Construction | Civic information prototype**

- Led product direction and AI-assisted development of an interactive 3D construction atlas with 150 basic listings and three reviewed dossiers.
- Directed integration of a Python evidence pipeline, Astro/TypeScript interface and Three.js map; defined source traceability, human review and handling of conflicting records.

### **Klarnow | Letter-assistance prototype (prepared demo)**

- Directed product design and AI-assisted development of a Next.js/React/TypeScript prototype for understanding German administrative letters and preparing next steps.
- Designed a guided demonstration linking explanations to source passages, with editable bilingual requests and user date review before calendar export.

## **EDUCATION & PROFESSIONAL DEVELOPMENT**

Certificate IV in Ministry | Hillsong College, Australia

Coursework: OpenAI Academy, Anthropic courses and project management through Coursera.

## **SKILLS**

**People leadership:** Team development, coaching, onboarding, training, staff scheduling

**Communication & problem-solving:** Client relationships, conflict resolution, root-cause analysis

**Project delivery:** Project planning, contractor coordination, process improvement, rollout & adoption

**AI & automation:** Claude, Codex, ChatGPT, Cursor, n8n, MCP integrations, API's, Zapier

**Web & development:** Webflow, WordPress, Squarespace, Framer, HTML, CSS, GSAP

**Cloud & publishing:** Supabase, Vercel, Cloudflare, GitHub

**Business systems:** Excel, Notion, HubSpot, Salesforce, Workday, Dayforce

**Design & media:** Figma, Photoshop, Illustrator, Canva, Midjourney, Runway