

Heather (Merrick) Rasley

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TRUST & SAFETY MANAGER SUMMARY

Trust & Safety and Customer Support Manager with 10 years of experience leading user-facing teams for high-growth startups. Experienced in crafting and enforcing content moderation policies and strategies. Skilled at developing internal operational processes. Dedicated to collaborating cross-functionally on community-driven product improvements.

Trust & Safety | Community Guidelines | Leadership | Data Analysis | Content Moderation | Collaboration | Community

EXPERIENCE

Self-employed

Remote

Trust & Safety Consultant

November 2023-present

- Advising an AI company on user safety policy, content moderation, internal systems, and community guidelines.
- Writing extensive user-facing documentation for an AI-based platform.
- Launching and managing knowledge base via Gitbook.

Middesk

Remote

Customer Experience

April 2022-September 2023

- Launched Voice of the Customer (VOC) initiative, resulting in product improvements within one month of launch.
- Implemented Zendesk Help Center and wrote and managed all knowledge base content.
- Streamlined Standard Operating Procedures in collaboration with Operations team, reducing response times.
- Expedited feature requests and bug reports via Linear and regular meetings with Product and Engineering.

Healthie

Remote

Customer Support Manager

August 2021-March 2022

- Hired and trained new Support team members, establishing team philosophy and onboarding guides.
- Created structured ticket workflows within HelpScout, managing and administering daily operations.
- Wrote and edited internal documentation in Guru, as well as high-traffic user-facing knowledge base articles.
- Optimized cross-functional workflows across teams, including Success, Sales, and Engineering.

Airtime

Remote

Director of Community

May 2016-July 2021

- Hired, trained, and managed five team members across the Customer Support and Trust & Safety teams.
- Launched and managed Zendesk implementation, including writing and managing all Help Center content.
- Collaborated with User Research on qualitative and quantitative user community data analysis.
- Composed content moderation policies and drove the creation of internal and in-app moderation tools.
- Moderated content and escalated reports to relevant law enforcement agencies and NCMEC.

Tumblr

New York, NY

Manager of Community Management

August 2015-May 2016

- Managed a team of five New York-based community managers across specialties, including VIP support.
- Analyzed and reported on user sentiment and advocated for users' interests in response to product changes.
- Increased efficiency of customer support processes, decreasing significant inherited ticket backlog.
- Collaborated with diverse engineering teams on new Help Center articles and resolving bug reports.

Stripe

Remote

User Operations Manager - East Coast

November 2012- August 2015

- Remotely managed five customer support specialists on one of the founding regional User Ops teams at Stripe.
- Wrote and edited company wiki documentation and user-facing knowledge base content.

EDUCATION & PROFESSIONAL DEVELOPMENT

Product Management Foundations, Reforge

2023

SQL Bootcamp, General Assembly

2020

Coursework towards MPS, Interactive Telecommunications Program (ITP), New York University
Bachelor of Arts, Humanities, New College of Florida