

JANICE JAMES

Community Strategist & Manager

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I run online communities the way you'd run a good neighborhood. Get to know the people, fix what's actually broken, and back it up with real numbers instead of a hunch. For a few years I helped run Atlassian's customer community on Khoros, building onboarding that gets new folks to stick around, governance that's fair instead of just strict, and growth experiments I measured honestly before calling them a win.

EXPERIENCE

TaskUs, Quality Analyst, Trust & Safety (Contract) 2025 – 2026

- **Reviewed and labeled content to train and evaluate AI/LLM systems at high volume** (400+ items a day). Built quality-calibration standards across a 60+ person global team and ran weekly policy training to keep enforcement consistent.

Atlassian, Community Strategist (Contract) 2023 – 2025

One of a small team running community.atlassian.com, a Khoros community used by millions of Atlassian customers and partners.

- **Ran a growth experiment to see if gating content actually pulls people in.** Group page views jumped 200% (2,621 to 7,881) and site-wide registrations rose 7.3% in a month. A strong signal, not proof.
- **Led a quarter-long cleanup of years of community clutter.** As the named driver, consolidated 31 overlapping product sections down to 26, including merging busy discussion boards (some with 1,500+ posts).
- **Handled a volunteer moderator who was misusing their privileges**, and owned the new-member onboarding redesign ("Project Welcome Mat") across both phases.

AuditBoard, Head of Community 2021 – 2023

- **Built AuditBoard's customer community from scratch as Head of Community and managed a direct report.** 82% customer adoption, 44% support-deflection rate, 43 live Community Office Hours for 3,219 attendees, and 402 customer ideas captured for product.

Pinterest, Community Program Manager, SMB & Creators 2019 – 2021

- **Led the launch of the Pinterest Business Community** (5x month-over-month traffic growth on a two-person team) and ran onboarding and activation for the SMB and creator segments.

PROJECTS

- **Substratics, founder.** Build and run a daily content platform powered by AI agents, start to finish.
- **Loyaltea Aromatics, founder.** Started and ran a small direct-to-consumer brand from zero.

SKILLS

Core skills: Community management, community strategy, Discord, Reddit, forums, moderation and governance, onboarding and lifecycle, growth experiments, voice of customer, cross-functional

Community strategy: growth experiments and A/B testing, onboarding and lifecycle design, content and information architecture, champions and advocacy programs

Trust & governance: moderation policy, escalation handling, volunteer-leader programs, platform permissions, crisis comms

Tools & data: Khoros, Discourse, Common Room, Higher Logic, Confluence, Jira, Amplitude, LinkedIn Campaign Manager, Loom, survey design, UTM and web analytics

EDUCATION

Business Administration Studies, Community College of Denver