

JANICE JAMES

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PROFILE

I am a builder at heart. In my work life, I build digital communities focused on community-led growth for SaaS organizations. My portfolio ranges from a personal project, a cosmetics community that reached 400,000 monthly visitors, to enterprise programs at Atlassian, Pinterest, and AuditBoard. In my personal time, I build workflows and apps with AI because I love learning, most recently a published open-source Claude Code plugin with a full test suite and a fail-closed security pipeline. All of my projects stem from the same place: showing up for the communities I'm involved in.

KEY ACHIEVEMENTS

- Drove a community growth experiment at Atlassian that lifted group page views 200% (2,621 → 7,881) and registrations 7.3% in a month — a strong signal, not proof on its own.
- Built AuditBoard's community program from scratch to 82% customer adoption and 44% surveyed support deflection.
- Ran 43 live Community Office Hours reaching 3,219 attendees and captured 402 customer ideas.
- Grew the Pinterest Business Community 5x month-over-month on a two-person team, from launch through general availability.
- Built and published an open-source Claude Code plugin (MIT license, shipped releases, full test suite), developed solo, daily, in Claude Code.
- Evaluated AI/LLM output at scale (400+ items/day) for a trust & safety program, and separately built an autonomous AI agent platform with guardrails against hallucinated output.

PROFESSIONAL EXPERIENCE

TaskUs, Trust & Safety Quality Lead 2025 – 2026

- Evaluated AI/LLM output at high volume (400+ items/day) against platform policy for a trust & safety program.
- Built quality-calibration standards and delivered weekly policy training across a 60+ person global team.
- Used RLHF/preference-ranking style review workflows; turned review data into operational insights for QA and ops.

Atlassian, Global Community Operations 2023 – 2025

- Drove a gated-content growth experiment as the named Driver: group page views +200% (2,621 → 7,881), site-wide registrations +7.3% in a month (a strong signal; not attributed as sole cause).
- Part of the team behind Atlassian's Kudos recognition program, which grew community membership 53%, accepted-answer rate 13%, and speaker participation 62%.
- Owned the community onboarding redesign ("Project Welcome Mat") end to end across both phases; rewrote the welcome email and drove a 90-second welcome video.
- Investigated a misuse case involving one of the program's longest-tenured community champions, made the call to remove access despite their standing, and personally wrote the member communications to protect trust across the community.
- Named escalation contact for Atlassian Marketplace partners (third-party app sellers) in the community; managed their funnel into community and shaped incentive design with partner managers, and built the non-observance (moderation) playbook where there previously was no organized process.

AuditBoard, Head of Community 2021 – 2023

- Built the community function from scratch: 82% of customers with 1+ active member, 44% surveyed support deflection, 11% monthly engagement.
- Ran 43 live Community Office Hours reaching 3,219 attendees; captured 402 customer ideas.
- Built platform infrastructure and brand: Khoros, ZenDesk, Salesforce, and Yext integrations; redesigned homepage and Ideas submission form; established a customer podcast.
- Grew the community team from a department of one to two, hiring and managing a Community Engagement Lead.

Pinterest, Business Community Program Manager

2019 – 2021

- Led the launch of the Pinterest Business Community, soft launch through general availability, on a two-person team; grew traffic 5x month-over-month.
- Led a redesign of key customer experiences with executive sign-off; drove technical integration across email, analytics, and SSO.
- Led the Triple-A initiative (Awareness, Advocacy, Accuracy) to unify community strategy across international markets, and migrated all creator hubs from Hoopla to Khoros onto a single global platform.
- Mentored and coached a peer community manager.

Transamerica, Senior Content Strategist

2017 – 2019

- Launched and managed two major brand properties, including a forum and learning CMS, increasing user engagement 30%.
- Created and managed a voice-of-customer program for the marketing organization.

Earlier Experience: Community Manager – Brand, Kendo Brands (Artistry Collective), 2016 • Community Manager, Escalate Media, 2008.

FOUNDER & INDEPENDENT PROJECTS

Founder — Specktra.net

2004 – 2016

- Founded and led Specktra.net for 12 years (2004–2016), growing it into one of the leading independent cosmetics communities online, reaching over 400,000 unique visitors per month.
- Built and managed brand relationships across prestige (MAC, NARS, Lancôme, Estée Lauder, La Mer), indie (Jeffree Star, Kylie Jenner), and drugstore cosmetics companies.
- Wrote industry news content and led moderation and administration for a large fan-run community, tracking beauty and social media trends to guide coverage.

Claude Code Plugin Development

- Built and published an open-source Claude Code plugin (MIT license, shipped releases, full test suite) that automates memory recall and guards every write behind a fail-closed secret-scan and policy pipeline; also builds sibling TypeScript tools giving AI agents persistent memory and audited browser/web-search access.

Agentic AI Platform — Substratics

- Built and operates an autonomous daily content platform powered by AI agents, handling research, drafting, and publishing end to end.
- Designed the agent workflows and built guardrails that catch hallucinated or invented details before they reach the news items the agents cover, while giving the agents room to write about what actually interests them, not just assigned industry news.

Founder, Loyaltea Aromatics

- Founded and scaled a direct-to-consumer brand, owning product development, storytelling, Shopify operations, and customer experience.

CORE SKILLS

Community Strategy • Community-Led Growth • Claude Code Development • Agent Systems • Trust & Safety Operations • Advocacy Programs • Product Feedback Loops • Cross-Functional Leadership

TECHNICAL SKILLS

Platforms: Khoros (Classic & Aurora), Discourse, Bevy, Common Room, Salesforce Communities, Higher Logic, Vanilla, Slack, Discord.

Analytics: Amplitude, Tableau, Mixpanel, Google Analytics, Google Workspace.

AI & Automation: Claude Code (daily driver; published Claude Code plugin), TypeScript/JavaScript, LLM evaluation, prompt engineering, agent workflow design, GitHub-based dev workflow (releases, PRs, test suites).

EDUCATION

Business Administration Studies — Community College of Denver