

Ciara Mosley

Head of Customer Experience | CX Operations, AI Enablement & Retention

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SUMMARY

Customer Experience leader with **8+ years** building and scaling support operations across connected fitness, AI-powered products, and B2B and B2C environments. At OxeFit, owned end-to-end CX for three product experiences and built AI support agents on Zendesk that lifted automated resolution from **32% to 65%**; at Peloton, managed 10 technical support agents as Team Lead, then led teams of **50+** associates and specialists. Has managed team leads, supervisors/managers, and outsourced BPO teams, including a **50-person outsourced BPO** support team for two years, across phone, email, chat, and social. Tracks CSAT, QA, NPS, FCR, and AHT. Now Co-Founder & COO of TK Hub LLC, using AI regularly in operations and app development. CCXP.

CAREER HIGHLIGHTS

- Generated **\$35M+ in annual revenue growth** while reducing operating expenses by **\$150K+**.
- Achieved a **50% team promotion rate**, mentoring 50+ associates through tailored development plans.
- Sustained a monthly **CSAT of 4.8** across high-volume B2C support operations.
- Reduced support ticket volume **10%** by co-creating self-service resources, including FAQ libraries and video tutorials.
- Managed team leads, supervisors/managers, and outsourced BPO teams, including a **50-person outsourced BPO** support team for two years.

EXPERIENCE

Co-Founder & Chief Operating Officer, TK Hub LLC – Remote

May 2026 – Present

An app studio that builds and ships consumer and business apps, including Curb, Booked, Zilt, WRACE, Afterglow, Our People, Noir, RADR, APEX, and Role, on the App Store and Google Play.

- Coordinate day-to-day operations and app-development priorities; review product design and user experience, track development progress, and assess launch readiness.
- Respond to support inquiries, troubleshoot reported issues, document and prioritize bugs, and help coordinate and verify fixes.
- Use AI regularly for research, documentation, and app-development work, including reviewing the Curb app's user experience, identifying development issues, and assessing launch readiness, then turning findings into clear priorities and next steps.

Customer Experience Manager, OxeFit – Plano, TX

Jun 2025 – Sep 2026

Owned end-to-end CX for three connected-fitness and AI product experiences (XS1, XP1, OxeAI): technical support, memberships, service and delivery, escalations, customer education, and the full post-purchase journey.

- Designed, built, and optimized AI support agents on **Zendesk** that raised automated resolution from **32% to 65%**, more than doubling the automation rate and cutting reliance on agent-assisted support.
- Led a **five-person support team** across Tier 1, Tier 2, and commercial support, owning performance standards, escalation paths, SOPs, hiring, onboarding, and coaching.
- Launched the OxeFit Help Center from the ground up as primary technical writer and customer education lead: information architecture, content standards, help articles, troubleshooting guides, repair documentation, release notes, and lifecycle campaigns.
- Led CX development of the **XS1 Self-Service Repair program**, authoring customer-facing repair documentation and building workflows for replacement parts, liability requirements, training, and remote technical support.
- Standardized **10+ critical customer journeys** (memberships, cancellations, returns, warranties, troubleshooting, service recovery, property damage, parts fulfillment, chargebacks), including dedicated VIP and investor paths.
- Resolved executive-level escalations on multi-thousand-dollar purchases, disputes, and service failures, balancing financial risk and retention, and led the reputation strategy that took OxeFit's **BBB rating from F to A**.
- Managed subscription, payment, refund, and dispute workflows across **7 commerce and payment platforms** (Shopify, Affirm, PayPal, QuickBooks, Apple, Amazon, TrueMed) in partnership with Finance.

Senior Supervisor, Operational Excellence, Peloton Interactive – Plano, TX

Nov 2021 – Jun 2025

- Led and mentored cross-functional teams of up to **50+ associates and specialists** across B2B and B2C channels, accountable for performance, operational efficiency, revenue protection, and customer satisfaction.
- Reduced vendor dispute errors **30%** and customer complaints **15%** by directing operations and continuous-improvement initiatives.
- Cut recurring escalations **35%** through root cause analysis and cross-functional collaboration with Product, Engineering, and Customer Success.
- Improved dispute resolution efficiency **40%** through workflow redesign and automated triage systems.
- Generated **\$50K in annual savings** by optimizing resource allocation and establishing clear KPIs.
- Designed and implemented a risk management and fraud prevention program, decreasing fraud cases **20%**.
- Achieved a **30% delivery save rate** through proactive communication strategies and logistics coordination.

Hardware & Software Team Lead, Peloton Interactive – Plano, TX

Oct 2019 – Nov 2021

- Served as senior escalation point for an average of **2,000 technical inquiries per month**, maintaining **95% SLA adherence** by leading daily operations with real-time monitoring tools and agile methods.
- Managed a team of **10 technical support agents**, aligning operational strategy with rapid company growth.
- Reduced Tier 3 escalation rates **30%** by developing troubleshooting workflows with product managers.
- Cut new-hire ramp-up time **20%** by designing and running training programs.

SKILLS

CX Leadership: CX strategy & operations, managing team leads, supervisors & managers, outsourced BPO management, multi-tier team leadership, customer retention & loyalty, operational excellence

Automation & AI: AI support agents (Zendesk), practical AI use for research, documentation & product work, self-service & knowledge base, technical writing & documentation, process design & SOP development

Operations: phone, email, chat & social channels, CSAT, QA, NPS, FCR & AHT, escalation & service recovery, dispute & chargeback management, resource allocation & operating-cost improvement, vendor coordination

Platforms: Zendesk, Salesforce, Gorgias, SendGrid (HTML email), Shopify, Affirm, PayPal, QuickBooks, Apple, Amazon, TrueMed

EDUCATION & CERTIFICATIONS

B.A., Interdisciplinary Design and Psychology | University of North Texas, Denton, TX

CCXP – Certified Customer Experience Professional | **Google Project Management** | **Google IT Support Professional** | **Certified Dangerous Goods Professional (CDGP)**