DARYL BLAIR GONZALES

People Operations Leader | HR Systems and Business Operations

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SUMMARY

People operations leader, 8 years remote across HR and business operations. First HR hire at a Web3 marketing agency: built the people function from zero, scaled a distributed async team from 10 to 50+, hired 35+ across 6 functions, then led the same team through a workforce reduction. Doubled as admin and operations lead. Wrote 72 SOPs and replaced paid HR SaaS with a custom Notion HRIS at 280 USD per month saved. Now runs full business operations for a dance studio. Uses AI as an executive layer for research, drafting, and throughput. Judgment, strategy, and people decisions stay human.

EXPERIENCE

Operations Management Consultant, Clique Dance Studio

Baguio City, Philippines | January 2026 to Present | Studio opened April 2026

- Ran market and competitive analysis of the local dance and fitness landscape to validate the business case and inform positioning and pricing.
- Led location scouting, evaluating sites against foot traffic, accessibility, and cost before final selection.
- Led process implementation end to end, from operations through marketing, standing up the systems the studio runs on daily.
- Directed logo and brand ideation, shaping the studio's visual identity and market presence.
- Recruit, onboard, and schedule instructors. Set the teacher fee structure. Run performance review for the content team.
- Lead operations for every studio event, recitals, showcases, and workshops: planning, vendor and sponsor coordination, run of show, and on-site execution.
- Own the full operations remit: developed a custom booking and payment system and a linktree-style studio website, plus scheduling logic, vendor coordination, and reporting.

Head of Human Resources (Admin and Operations Lead), Growgami

Remote | Web3 marketing agency | March 2024 to April 2026

- First HR hire. Built talent acquisition, onboarding, performance management, compensation structure, and compliance from zero.
- Scaled a fully distributed async team from 10 to 50+, then led the same team through a workforce reduction. Both directions, same tenure.
- Hired 35+ across 6+ functions in under two years. Owned sourcing, screening, interview design, and offer negotiation.
- Authored a 72-process SOP directory across 12 categories, covering every department.
- Owned employment contracts, HR policy, and statutory compliance for Philippine and international team members.
- Advised the executive team through scale-up and contraction: headcount modeling, cost per hire, restructuring communications.
- Doubled as admin and operations lead. SaaS and vendor management, tooling budget, internal comms, cross-department process design.

Copywriter and Researcher, DeFi Philippines

Remote | May 2023 to December 2023

Research and editorial on blockchain protocols, DeFi, and crypto markets. Source of the Web3 market literacy applied to later Web3 HR work.

Executive Virtual Assistant and Transaction Coordinator, MyOutDesk

Remote | US real estate clients, NC and TN | October 2020 to September 2025

- Five years of transaction coordination, running contract to close on residential purchases and sales across concurrent files.
- Owned the full file: contracts, disclosures, addenda, deadline tracking, inspection and appraisal scheduling, escrow, and closing.
- Single point of operational contact per deal, coordinating agents, lenders, title, and inspectors.
- Managed executive calendars, inbox, CRM hygiene, MLS records, and website upkeep. Ran concurrently with primary roles.

EXPERIENCE (CONTINUED)

Head of Business Development and Partner, Mammoth Media Ltd Co

Philippines | January 2020 to November 2020

Growth strategy, market analysis, pipeline management, and executive reporting for a Philippine media company.

Workforce Relationship Advisor, CXC Global

Philippines, Australian market | July 2019 to October 2020

- Managed the end-to-end contractor lifecycle for Australian-market clients including Macquarie Bank, Deloitte, Energy Australia, Oracle, and Salesforce.
- Ran onboarding, compliance documentation, and contract administration across a rolling contractor book.
- First-line resolution on payroll, timesheet, and engagement issues. Escalation point between contractors and client stakeholders.
- Produced stakeholder reporting on contractor status, compliance exposure, and engagement risk.

Operations and People Lead, DN Coded Marketing and Design

Philippines | June 2017 to June 2019

- Three roles in two years: Program Manager, HR Generalist, Business Analyst.
- Oversaw two-shift production operations supporting 120+ staff, managing Team Leads and multi-account delivery.
- Ran full-cycle recruitment, statutory contributions (SSS, PhilHealth, Pag-IBIG, TIN), and employee engagement.
- Wrote SOPs for production and delivery workflows. Converted production data into executive reports and improvement recommendations.

Customer Service Representative, Sitel

Philippines | May 2016 to June 2017

Credit card support covering payments, fraud disputes, and online account access.

SYSTEMS BUILT

- **Notion HRIS** (Growgami): full employee lifecycle system. Records, onboarding, leave, performance. Replaced BambooHR-class SaaS at 280 USD per month saved.
- **Ori** (Growgami): conversational hiring chatbot replacing traditional application forms. Google Apps Script, Sheets, Drive, GitHub, Vercel.
- **HireSignal** (Growgami): structured interview evaluation, weighted scorecard across 6 competency dimensions. Built on Gemini.
- **DapBot** (Growgami): team-wide peer recognition Slack bot at zero monthly cost. Node.js, Slack Bolt, Railway, Supabase.
- **Pin Recorder** (Growgami): task capture bot converting pinned Slack messages into structured task cards.
- **Booking and Payment Platform** (Clique): studio booking, scheduling logic, multi-channel payments. Vercel, Google Apps Script, Sheets, Drive.
- **Studio Link Site** (Clique): linktree-style landing page for bookings, socials, and payments. Single-file build on Vercel.

TOOLS

HR and People: Notion HRIS, Airtable, ClickUp, Trello, Slack, Google Workspace, Microsoft Office, SharePoint, Zoho, LinkedIn and X Pro Boolean search

Automation and Build: Zapier, n8n, Apify, Google Apps Script, React, Vercel, GitHub, Railway, Supabase, Render, Typebot, Fillout

AI: Claude, Gemini, ChatGPT, Grok, NotebookLM, ElevenLabs

Real Estate and Transaction Coordination: Chime, Curaytor, Canopy, Dotloop, PropStream, MLS

Content and Creative: Canva, CapCut, Meta Business Suite, Freepik

EDUCATION

Bachelor of Science, Human Resources Development Management
Remnant International College, 2013 to 2016