

Luke Woodhatch

SUPPORT & COMMUNITY OPS

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Tulum, MX · Remote · US Hours

8+ years building support and community operations for hardware and Web3 products. Scaled Pavlok's support function from solo IC to a team of 6 with 24/7 coverage, holding **95%+ CSAT at thousands of tickets weekly**. Ran Tier 3 escalations, crisis response, and trader acquisition at Slingshot Finance through its acquisition by Magic Eden. Trading onchain since 2017. Builds daily with Claude and Cursor.

■ EXPERIENCE

Head of Customer Support — Pavlok

JUL 2016 — APR 2025

Remote

- Built the support function from scratch, growing from solo IC to a **team of 6 with 24/7 coverage** across time zones.
- Maintained **95%+ CSAT** while processing **thousands of tickets weekly**.
- Designed Intercom automations (triggers, macros, escalation rules) that cut response times from hours to **under 30 minutes**.
- Worked directly with engineering on firmware debugging, translating user reports into actionable bug tickets.
- Authored playbooks and training that enabled the team to handle Tier 3 technical issues independently.

Business Development Manager — Magic Eden

MAY 2025 — NOV 2025

Remote

- Managed the migration of Slingshot's user base into Magic Eden post-acquisition, keeping ticket resolution running smoothly through the transition.
- Served as final escalation point for complex onchain disputes, using block explorers and transaction logs to diagnose issues before coordinating fixes with engineering.
- Maintained relationships with ecosystem partners, exchanges, and influencers to keep them engaged post-acquisition.

Community Manager — Slingshot Finance

MAR 2023 — MAY 2025

Remote · acq. by Magic Eden

- Ran outreach to **KOLs and high-volume traders** on X and Telegram during Slingshot's pivot to a trading app, writing the outreach and campaign copy, then onboarding converted traders personally.
- Built and managed an **affiliate program** that brought high-profile names in the space onto the platform.
- Owned **Tier 3 escalations** end-to-end, diagnosing root causes with transaction logs, browser devtools, and user-reported errors.
- Led response during security incidents including executive account compromises and phishing campaigns, coordinating comms across Discord, Telegram, and Twitter.
- Built moderation workflows with keyword filters and auto-actions that handled routine spam without manual review.

Co-Founder — Casa Selva

JUL 2017 — MAR 2022

Tulum, Mexico

- Co-founded a D2C skincare brand, running end-to-end ops from manufacturing to retail placement in **Sephora Mexico**, with press in Vogue and Harper's Bazaar.

■ BUILDING

ats.fyi

ats.fyi

Job aggregator that **scrapes Ashby, Lever, and Greenhouse** into a single searchable feed. Built solo with Claude and Cursor.

Touchline

chrome extension

Fantasy Premier League analytics delivered as a **live overlay** on the official site. In progress.

■ SKILLS

Support ops

Intercom automation, escalation design, CSAT/SLA management, 24/7 team building and hiring

Technical

Onchain investigation (block explorers, transaction logs), browser devtools, log debugging, bug reproduction

AI tooling

Cursor, Claude Code, internal tools and workflow automation

Community & growth

Discord, Telegram, moderation automation, KOL outreach, affiliate and ambassador programs, active network of English-speaking Solana/ETH traders and KOLs