

KRISTOFER KRAUL

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SUMMARY

Operations generalist with a psychologist and builder's background. Most recently ran ops for a small WordPress group and built custom themes and plugins; before that, led platform adoption and training for a school district. Comfortable owning the unglamorous work that makes teams function.

EXPERIENCE

Production Technician Nov 2025 - Present
Swamp Head Brewery Gainesville, FL

Freelancer May 2025 - Present
Kraul Ventures Remote

Operations Manager Mar 2023 - May 2025
You Do You, LLC Remote

- Ran operations across You Do You LLC and its three WordPress subsidiaries (Once Coupled, Small Plugins, Creator Theme), owning client onboarding, internal systems selection, and SOP development.
- Led a distributed team of 2 full-time developers and 2 part-time contractors through Linear and GitHub, planning sprints, unblocking delivery, and keeping client retainers on schedule.
- Built, tested, and troubleshot custom block themes and plugins across the group using PHP, Local by Flywheel, WP-CLI, and agentic coding tools.
- Delivered customer support and live technical training, including live troubleshooting webinars and implementation support for client WordPress builds.

Project Manager Nov 2021 - Mar 2023
Once Coupled Remote

- Owned the client-facing side of retainer engagements: translated incoming requests into scoped developer tickets, kept clients informed through the build, and triaged support issues by urgency so the developers stayed focused on the highest-leverage work.
- Executed quality assurance (QA) testing and technical troubleshooting for WordPress sites, reducing post-launch issues and enhancing client satisfaction.

School Psychologist, Contract Services Jul 2021 - Jun 2025
Pinellas County School Board Largo, FL

- Served as a Subject Matter Expert and consultant, providing pedagogical knowledge and assessment expertise to multidisciplinary teams to drive informed decision-making for Gifted program eligibility. Provided ongoing support for digital assessment adoption.

Nationally Certified School Psychologist Aug 2016 - Jun 2021
Pinellas County School Board Largo, FL

- Led successful district-wide implementation of new digital assessment platforms for a department of 100 school psychologists by designing and delivering targeted professional learning and ongoing support. Saw increased usage of digital platform and reduced costs from physical assessment kits and travel/coordination time among practitioners.
- As Team Leader, ran a professional learning community for school psychologists, leading knowledge-sharing sessions and guiding policy and procedure development.
- Created local assessment norms to provide more accurate data for evaluating student academic performance and progress.

School Psychologist Aug 2015 - Jun 2016
Okaloosa County School District Fort Walton Beach, FL

- Designed and deployed a new academic progress monitoring tool that improved intervention tracking efficiency and was adopted by over five schools - including ones I did not directly service.

EDUCATION

Launch_Code Apr 2018
Certificate in Full-Stack Web Development

University of Florida May 2015
Education Specialist in School Psychology
81 credit hours (between Masters and PhD)

University of Florida May 2012
Bachelor of Science in Psychology

PROJECTS

Easy-Graph easy-graph.com Q1 2026

- Built Easy-Graph (Cloudflare + Astro + Chart.js), a privacy-focused, local-only graphing tool for school psychologists tracking tier 3 progress monitoring. Shipped it, attracted regular users, and watched engagement drop off. A firsthand lesson that educator tools need an ongoing support loop, not just a working product.

SKILLS & AWARDS

Technical Skills: WordPress, Linux command line (SSH), AstroJS, Cloudflare, Docker, GitHub, OpenCode, Hermes Agent, Python
Languages: English