

BRIANNA JACKSON

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STRATEGIC HR BUSINESS PARTNER | REVENUE & GROWTH ORGANIZATIONS

PROFESSIONAL SUMMARY

Strategic HR Business Partner and People Operations leader with 10+ years of progressive HR experience supporting founders, executives, senior leaders, frontline managers, and high-growth teams. Brings a strong business lens to organizational design, workforce planning, performance management, leadership coaching, employee relations, talent development, and scalable people practices.

Experienced partnering with revenue-generating, operations-heavy, and fast-scaling teams where people strategy must connect directly to growth, retention, leadership effectiveness, and execution. Known for sound judgment, clear communication, practical problem solving, and the ability to build trusted relationships while driving accountability.

CORE CAPABILITIES

Strategic HRBP Partnership | Sales & Revenue Team Support | Organizational Design | Workforce Planning | Performance Management | Succession & Talent Planning | Manager Coaching | Employee Relations | Sales Recruiting Partnership | Compensation & Incentive Collaboration | Change Management | People Analytics | HRIS & Process Improvement

PROFESSIONAL EXPERIENCE

Executive Director | Heart of South Downtown | Atlanta, GA | 05/2024 - Current

- Lead strategy, operations, stakeholder engagement, staffing, budgeting, board governance, and organizational execution for a nonprofit operating at the intersection of economic development, workforce strategy, and community infrastructure.
- Serve as a strategic advisor and operator across corporate, philanthropic, city, higher education, and community partners, aligning people, resources, funding, and execution plans around shared outcomes.
- Design workforce and economic mobility programs from concept through execution, including staffing models, operating rhythms, role clarity, performance expectations, and partner accountability.
- Lead sensitive stakeholder conversations, change moments, and public-facing initiatives with discretion, emotional intelligence, and practical judgment.
- Use program, funding, and workforce data to inform decisions, communicate priorities, and strengthen organizational sustainability.

Senior Manager, People Operations | Calendly, Inc. | Remote | 01/2022 - 05/2024

- Partnered with People Business Partners, Total Rewards, Legal, Talent, Security, Privacy, Deal Desk, and business leaders to strengthen people operations, compliance, employee experience, and scalable support during rapid growth.
- Built and led the People Operations Center of Excellence, creating tiered support, case management, knowledge documentation, self-service workflows, and clear escalation paths for a distributed workforce.
- Provided senior oversight of employee relations frameworks, investigations, performance concerns, risk mitigation, and consistent manager guidance across the organization.
- Supported organizational change, M&A workstreams, onboarding operations, global expansion through EOR solutions, and evolving operating models in partnership with cross-functional leaders.
- Implemented Workday and Zendesk service delivery improvements that increased consistency, data visibility, response quality, and accountability across the employee lifecycle.
- Owned policy and handbook governance, translating complex compliance and operational requirements into clear guidance for employees, managers, and leaders.
- Built people analytics and operational reporting frameworks that helped leaders understand workforce trends, service delivery issues, risk, and opportunities for process improvement.
- Led and developed a People Operations team, reinforcing service orientation, manager support, operational excellence, accountability, and continuous improvement.

Director of Human Resources | Atlanta Ventures / Hannon Hill Corporation | Atlanta, GA | 07/2012 - 12/2021

- Served as a senior HR advisor to founders, executives, investors, and leadership teams across a portfolio of venture-backed companies, aligning people strategy with growth, revenue priorities, capital events, and organizational maturity.
- Supported sales, customer-facing, technical, operations, and corporate functions through workforce planning, role design, manager coaching, employee relations, talent acquisition strategy, and performance management.
- Partnered with leaders on recruiting strategies for growth-critical roles, including role scoping, compensation alignment, interview structure, candidate evaluation, and competitive market positioning.
- Designed and implemented performance management, leadership development, and manager enablement programs to strengthen accountability, frontline leadership, engagement, and execution.

- Advised leaders through sensitive employee matters, conflict resolution, corrective action, performance improvement, and organizational changes with consistency and sound judgment.
- Led total rewards and benefits strategy, partnering with leadership on compensation decisions, retention risk, employee experience, and cost management in competitive markets.
- Guided companies through Series A, Series B, and acquisition events while maintaining continuity across people systems, communication, culture, and manager effectiveness.
- Used people data and feedback mechanisms to identify risks, improve retention, inform workforce decisions, and strengthen engagement and performance outcomes.

Human Resources Manager | Auto Customs, LLC | Atlanta, GA | 01/2011 - 07/2012

- Led HR for approximately 150 employees across corporate and warehouse operations, partnering directly with operations leaders and frontline supervisors on staffing, performance, employee relations, safety, and workforce planning.
- Owned high-volume hiring and onboarding programs that stabilized staffing levels, improved workforce reliability, and supported operational continuity.
- Managed investigations, performance issues, disciplinary actions, compliance concerns, and supervisor coaching in a fast-paced, labor-intensive environment.

Human Resources Generalist | National Restaurant Development, Inc. | Atlanta, GA | 01/2010 - 12/2010

- Supported HR and staffing operations for restaurant franchise launches, partnering with operations leaders on hiring, onboarding, training coordination, workforce documentation, and launch readiness.
- Contributed to internal recruiting pipelines that reduced staffing agency reliance and improved speed, consistency, and cost efficiency during rapid expansion.

EDUCATION

Bachelor of Arts, Political Science | University of Pittsburgh