

SOVANTHA BUN

Private Club Operations | Member Experience | Hospitality Systems

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PROFESSIONAL SUMMARY

Operations leader with 10 years at a private San Francisco social club, steering it through a full rebrand from Wingtip to Amador. Ran member onboarding, staff workflows, and the tech stack that held it all together — PeopleVine, Google Workspace, Gmail automation, and the everyday systems that decided whether a member felt remembered or processed. Wrote the script, the welcome email, and the standard operating procedure — then trained the team to use all three.

CORE STRENGTHS

Member Lifecycle Design — Onboarding, communications, retention, offboarding

Private Club Operations — Front-of-house, back-office, staff coordination

Hospitality CRM — PeopleVine member database, segmentation, system emails, newsletters

Workflow Automation — Google Apps Script, Gmail, Sheets, Drive, installable triggers

Brand & Communications — Newsletter layout, HTML email, editorial voice, rebrand execution

Cross-Functional Leadership — F&B, events, membership, and executive stakeholders

EXPERIENCE

Office Manager

2019 – May 2026

[Amador Club \(formerly Wingtip\)](#) · San Francisco, CA

Private social club in the Financial District. Served as the connective tissue between membership, F&B, events, and ownership through a full rebrand from Wingtip to Amador.

- Led day-to-day operations for a multi-floor private club, including staff scheduling, vendor management, and member-facing service standards.
- Owned the end-to-end member onboarding workflow — from application intake through welcome communications, account setup in PeopleVine, and first-visit handoff to the floor team.
- Drove the Wingtip → Amador rebrand on the operations side: updated member communications, system emails, newsletter layout, and internal SOPs so every touchpoint reads as Amador.
- Designed the club's newsletter architecture in PeopleVine — layout, CSS override, header and footer — so future editions stay on-brand without rebuilding from scratch.
- Served as primary admin for PeopleVine CRM: member records, segmentation, system email templates, and reporting requests from leadership.
- Built a Google Apps Script automation that reads new member rows from a Google Sheet, sends personalized welcome emails via Gmail, creates a member folder in Drive from a template, and logs errors — significantly reducing manual onboarding time per member.
- Trained non-technical staff on the membership tools they actually use day-to-day — written guides, not just verbal handoffs.

Customer Advocacy Manager, Web Retail

July 2015 – 2019

[Wingtip](#) · San Francisco, CA

- Managed customer advocacy for Wingtip's web retail channel, serving as the primary point of contact for member and customer inquiries.
- Drove brand voice consistency across digital retail communications, product copy, and customer-facing correspondence.

- Built workflows and response systems that improved resolution speed and customer satisfaction for an upscale clientele.

SELECTED PROJECTS

Wingtip → Amador Rebrand — Operations Workstream

2022 – 2026

San Francisco, CA

- Audited every customer-facing communication touchpoint — welcome emails, system emails, newsletters, signage copy, and CRM templates — and rewrote them under the new brand.
- Coordinated with leadership and design to keep voice and visual identity consistent across email, print, and on-site materials.

Onboarding Automation — Internal Build

2023

Amador Club

- Designed and shipped a Google Apps Script workflow tied to a single Onboarding sheet: guard clauses for missing data, installable triggers, a custom 'Amador Onboarding' menu, and an error log sheet for anything that fails.
- Result: non-technical staff can onboard a new joiner end-to-end with no manual errors; nothing falls through the cracks.

Folsom Skin — Founder & Operator

2025 – Present

folsomskin.com · San Francisco, CA

- Built and operate Folsom Skin, a queer-centered skincare and beauty education platform — independent side venture alongside full-time role.
- Own end-to-end: information architecture, content production, brand voice, and customer experience.

Soma Skin SF — Founder & Affiliate Operator

2025 – Present

somaskinsf.com · San Francisco, CA

- Operate Soma Skin SF, an affiliate marketing site in the skincare and beauty category — curation, content, and partner program management.
- Manage affiliate partner relationships, content cadence, and SEO-driven product editorial; track conversion and revenue performance per partner.

TOOLS & SYSTEMS

PeopleVine CRM · Google Workspace (Gmail, Sheets, Docs, Drive) · Google Apps Script · HTML email & inline CSS · Microsoft 365 / Outlook · Basic SQL / data exports

EDUCATION

High School Graduate