



Carson Ruebel

Cebu Philippines
(425) 285-8385 • +63969-434-9165

cruebel@outlook.com
linkedin.com/in/cruebel
www.carsonruebel.com

AI-focused product creator & startup founder | PMP-certified project manager with hands-on full-stack development

Top Skills

- **Project Management** - 9+ years of experience across various roles. PMP-certified since 2018. Strong in scoping, scheduling, risk management, stakeholder management, and communication.
- **AI Integration & Applied AI** – Hands-on experience implementing AI via APIs, including OpenAI (ChatGPT, DALL-E), StabilityAI, Claude, and AWS Polly. Developed custom GPT system prompts and AI-driven workflows.
- **Full-Stack Development & Engineering** – Built and deployed web applications with Python (Flask), AWS (Lambda, DynamoDB, S3), and MediaWiki. Experience with Flutter for front-end development.
- **Data Analysis & BI** - Gravitates toward data analysis opportunities, leading efforts in SQL, Kusto (Azure Data Explorer), and Power BI across 10+ years. Experienced in data pipeline development, ETL processes, and reporting automation.
- **Cloud & DevOps** - Comfortable with AWS, Microsoft Azure, and cloud-based logging, automation, and cost management.
- **Additional Tools & Technologies** – MS Excel, ADO, SCRUM, Jira, Git, WordPress, MS Project, Workfront, SharePoint Administration.

Work Experience

Wikifiction.AI LLC, Cebu Philippines

Technical Founder

2023-2025

WikifictionAI is an AI-driven platform that enables users to generate and share fictional content in a familiar wiki-style format. As the sole creator, I built the platform from the ground up, handling both backend architecture and AI integrations, as well as designing and maintaining the frontend. Aside from an initial outsourced front-end mockup to jumpstart early development, every aspect of the project has been self-developed.

- Pioneered the development of Wikifiction.ai, an AI-driven storytelling platform that enables users to generate and share fictional content in a wiki format
- Designed and now maintain backend and frontend systems for Wikifiction.ai, shaping the platform from initial concept to implementation with Python, Flask, MediaWiki, and AWS services (Lambda, DynamoDB, S3)

- Implemented multi-modal AI capabilities, integrating tools like ChatGPT, DALL-E, Stable Diffusion, and AWS Polly to support diverse creative outputs like stories, children's books, and videos
- Enhanced operational processes by creating logging systems to track API and cloud resource usage, improving cost transparency and management

Meta Vendor (TEKsystems), Bellevue WA

Technical Project Manager

2022-2023

The technical project manager role at Meta was not tied to a single time-boxed project but instead functioned as part of a broader program, supplementing a team of project managers in a highly matrixed environment. This involved coordinating efforts across engineers, data scientists, product managers, designers, and legal teams to drive execution and alignment across multiple initiatives.

- Drove weekly syncs for multiple engineering teams to capture current state, identify blockers, and ensure project execution is on track
- Owned weekly communications to leadership
- Developed a project tracker to serve as a single source of truth to bring clarity to programs with multiple silo'd project trackers, including custom views based on roles
- Organized and led efforts to address quality issues (bugs) to ensure shipped features were of high quality
- Developed and maintained strong relationships with cross-functional teams, including quality assurance, product managers, privacy PMs, data scientists, data engineers, product designers, and software engineers
- Identified collaborative needs between teams and brought necessary stakeholders together to remove blockers

Microsoft Vendor (Aptly Inc.), Redmond WA

Technical Project Manager

2020-2021

This technical project management role was to oversee a short term project of retiring deprecated APIs. It entailed communicating with end users globally to ensure they had a smooth transition away from the deprecated APIs without breaking their workflows. This required a healthy dose of data analysis and connecting technical resources together.

- Worked with sales teams, account managers, cloud architects, email orchestration teams, and external customers to retire a deprecated set of APIs
- Developed comprehensive Power BI report suite tracking burndown of 500 customers' usage of deprecating APIs
- Led effort to build data model, Kusto/SQL queries, and pipeline to push telemetry from team's Kusto cluster to department-wide data lake via Cosmos and Azure Data Factory
- Optimized work processes by templating standard communications, standardizing data pulls using KQL functions, and identifying and documenting institutional knowledge
- Increased clarity to dependencies and due dates for deployments by consolidating multiple information streams to a single source of truth

Metacentrix LLC, Seattle WA

IT Consultant

2019-2020

An IT Consultant at Metacentrix faces a very broad scope of work, the premise being a combined on-site technician/consultant for any technical issues that arise with a remote team for offsite requirements.

- Configured NAS backups, deployed website changes, testing via containers, diagnosed network and software issues
- Communication with directors and executive leaders of start-ups to determine IT needs

Microsoft Vendor (Mindtree Ltd.), Redmond WA
Project Manager

2018-2019

The role of a vendor project manager at Microsoft can differ broadly. Within the Azure Global Security team, this role was to maintain and improve upon ongoing processes that required influencing extremely busy employees to take necessary steps to ensure permissions were granted, revoked, or retained as necessary. Within the Marketing Operations team, the role was what I consider a transitional project management role, ensuring a clean hand-off of operations from an outgoing service provider to an incoming service provider.

Marketing Operations

- Organized training and transition of Office Commercial marketing operations
- Acted as people manager for dedicated resources
- Led team in building A/B experimental and evergreen campaigns using both email and in-product messaging
- Drove cross-team collaboration efforts with tool-specific teams and migration teams that work in coordination with campaign builds
- Managed relationships with stakeholders within Microsoft, Mindtree, and our Accenture counterpart
- Owned live site notifications for upstream data and platform issues affecting campaigns

Azure Global Security

- Ensured over 150,000 accesses to privileged resources were reviewed and revoked as necessary on a quarterly basis (UAR)
- Worked with Compliance team and partner teams to determine scope of services
- Cross-collaborated with partner teams to reduce duplicative efforts
- Owned the UAR support efforts, including identifying and driving bugs with software engineers
- Built and owned auto-refreshing PowerBI reports to provide on-the-fly status updates
- Wrote complex SQL and Kusto (Azure Data Explorer) queries
- Built a OneNote checklist to track quarterly UAR process, a data dictionary, and query repository
- Led efforts to create process documentation for tribal knowledge after significant turnover in both PM and software engineer roles
- Cross-collaborative work to address data quality issues affecting the UAR process

Choxxo, Metro Manila Philippines
Founder

2017-2018

Choxxo was my first solo entrepreneurial endeavor after two attempts at partnership start-ups. While the business never entered a proper run state, I view the project as semi-successful

as I am confident the business would be successful without the complication of my non-citizen legal status.

- Identified a market opportunity to bring European / American style chocolate to the Philippines and verified plausibility through samples and anonymous feedback surveys
- Formulated multiple unique recipes and production processes through trial and error
- Developed an Excel tracking system to track ingredient and product inventory
- Worked with multiple vendors and independent contractors to produce packaging designs for three price points
- Largest single order delivered was 225 packages
- Project was put on pause shortly before launching due to a need to restructure business partnerships for legal purposes

The Scribe Collective, Metro Manila Philippines
Transcriber

2015-2017

The Scribe Collective is a small transcription company based out of California that had only two employees at my time of joining. I joined under the premise of partnering with the owner to grow the business to 10-20 employees or beyond.

- Transcribed English broadcasts and interviews from audio to text
- Edited peer transcriptions
- Rebuilt a WordPress website to increase visibility and grow the business
- Developed hiring plans and a hierarchical structure that would allow the business to grow flexibly as customers increased

Stefanini, Metro Manila Philippines
Senior Team Lead

2014-2015

A typical Team Lead at a Manila BPO (Business Process Outsourcing) is responsible for the day to day supervision of a group of technicians and reports up to a service delivery manager who acts as the overall team manager. This particular role followed a different path as Stefanini took its first step into non-voice support. I reported directly to a manager in the USA, and acted as the supervisor and manager to the team in all respects other than back-end administrative tasks.

- Led a team of eight analysts in day to day operations
- Conducted both group and individual training sessions
- Proved the non-voice concept for the business in Manila office
- Assisted in interviewing and hiring 9 analysts via remote phone interviews and on-site interviews
- Served on leadership team with program manager and US Team lead
- Pioneered Quality Assurance concepts
- Enabled team growth by identifying and delegating service improvement plans, including query standardization, program documentation, and training standardization
- Identified key metrics that needed to be established for evaluating analyst work
- Developed a simple Excel forecasting tool to identify potential months where we may not hit OLA and/or SLA metrics

- Delivered pre-regularization and annual performance reviews
- Grew team into a stable environment that was able to run smoothly as I transitioned to new opportunities

Microsoft, Redmond WA

Windows Server System Center Enterprise Client Test & Operations (WSSC ECTO)

IT Operations Program Manager

10/2008-10/2013

An IT Operations Program Manager at Microsoft can be responsible for a wide variety of roles. They will often act as the program manager for one or two entire programs as well as managing small projects on the side. Specific activities to this position are primarily the following: establish a strong working relationship with the customer(s), partner with them to determine requirements feasibility and timeline, manage the operations team to implement the solution within the time and quality constraints, and ensure the client is satisfied with the results.

- Responsible for managing the customer relationships with three external/internal customers for desktop management services running System Center products, totaling over 15,000 devices and \$200k/month in revenue
- Drove Configuration Manager dogfood, pilots and large-scale deployment initiatives at MSIT (Microsoft IT)
- Drove key feedback in the form of bugs/DCRs to the product groups to ensure quality releases at every major milestone
- Leveraged TFS to manage the operations team's agile SCRUM process as both a scrum master and participant
- Initiated and led the development of a critical issue process flow in preparation of supporting Windows Blue
- Established a customer connection program to organize whitepaper, blog, and video technical presentations as well as conference presentations (TechReady, GeekReady, MMS, TechEd) led by Configuration Manager and Intune SMEs
- Effectively orchestrated monthly and ad hoc security patch rhythm for ~300,000 desktops and servers across four customers, including customer communication, removing blockers, assigning work to technical teams, reporting on metrics, and driving SIPs as necessary

Microsoft, Redmond WA

Enterprise Client Test & Operations (ECTO)

Program Manager (Business Intelligence)

2008-2011

A Business Intelligence program manager in ECTO is responsible for end-to-end delivery of report requests from internal customers. Reporting needs in ECTO revolve around the complex data stores of System Center Configuration Manager (SCCM), including software and hardware inventory, patch management, client health, application deployment, and other device management information.

- Provided Business Intelligence services to teams needing data solutions by gathering requirements, building detailed spec documents on immediate needs, planning long-term solutions, following set procedures for tracking work items, providing weekly status updates, ensuring completion by customer perspective, and maintaining reports as requirements change

- Successfully drove complex BI projects to completion leveraging an understaffed team of shared developer resources, the most significant being the creation of a suite of client health reports that were maintained as the definition of 'client health' evolved with the product.
- Responsible for scoping, planning, structuring, and developing a content management system leveraging MOSS 2010 for the ECTO organization, resulting in becoming the go to guy for all SharePoint needs within the ECTO organization for years to come in the absence of a fulltime SharePoint administrator
- Provided Business Intelligence services to teams needing data solutions by gathering requirements, building detailed spec documents on immediate needs, planning long-term solutions, following set procedures for tracking work items, providing weekly status updates, ensuring completion by customer perspective, and maintaining reports
- Responsible for maintaining external customer IT Professionals' accounts used to communicate to the ECTO organization

Microsoft Vendor (Excell), Bellevue WA
Desktop Management Services (BPOS-D)
Business Systems Analyst

2007-2008

- Led the effort of analyzing technical support tickets of over 1,000 tickets per month for three customers
- Provided weekly and monthly support metrics to management, and assisted in root cause analyses to provide guidance in strategic business decisions to improve processes and services within the Incident and Problem Management teams
- Provided ongoing and ad-hoc reports using Siebel reporting tools to help management identify efficiency based problems with current technical support practices
- Collaborated with multiple groups to identify issues and create SIPs to help sustain the business

Metacentrix IT Solutions, Seattle WA
Support Engineer

2005-2007

- Performed audits on physical IT structure, information security, and technical operations in small businesses
- Maintained small business networks with Win2K3 and BES with weekly on-site preventative maintenance tasks
- On call telephone and in person support of unfamiliar technology

Seattle School District, Seattle WA
Network Analyst Assistant

2005-2006

- Maintained 200+ mixed OS computers on a network
- Interacted with non-technical staff members for user support
- Installed networking equipment, and set up unfamiliar technology (webcam security system, grading programs on PDAs, audio systems)
- Installed cables and networking hardware for network expansion

School of Teaching ESL, Seattle WA
Database Developer

2005-2005

- Built a proprietary secure student login database with user interface, automated emails, and separate admin web interface using WAMP architecture

Bellevue School District, Bellevue WA

Track Coach

2003-2009

- Coached as a volunteer for the 2003 and 2004 seasons
- Coached groups of up to 30 athletes in Long Jump and Triple Jump
- Coached athletes to the state competition

Education

University of Washington, Seattle WA

B.S. Informatics (3.35 GPA)

2002-2007

- INFO 380: Worked in a small team auditing a hospital on its information flow, and presented a complete 120 page report with our findings and recommended solutions
- INFO 490: Designed and built a mock-up of a social networking website based on genealogical relationships as an individual capstone project

Newport High School, Bellevue WA

- Obtained CCNA Certification (Cisco Certified Network Associate)

Certifications, Projects, Etc.

Microsoft

- [Azure Fundamentals](#)

2020

Project Management Institution

- [Project Management Professional \(PMP\) Certification](#)

2018-present

Languages

- Native/Fluent – English
- Beginner – Tagalog, Cebuano

Projects

- Flyers (unpublished)
- [Wikifiction.ai](#)

Articles

- Flyers Series (drafted)
- [Wikifiction.ai Case Study \(series\)](#)
- [Media Organization](#)
- Resume Website (in progress)