

CAROL VILCHEZ-SMITH, PHR

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SUMMARY

People Operations leader with 15 years building HR infrastructure across high-growth tech, public and private consumer goods, DTC commerce, 3PL, sporting goods, grocery, hospitality, recruiting, manufacturing, and distribution. At Babylist, scaled payroll, benefits, leave, compliance, performance cycles, and people operations systems through ~6x growth, 110 to 650+ employees across 4 workforce populations and 35+ U.S. states, plus Canada, Mexico, and the Philippines. Use AI agents and automation (Claude, Zapier, Monday.com, Glean) to reduce manual work, produce clear people insights for executive reviews, and turn ad-hoc work into documented, repeatable processes. PHR-certified; fluent across Paylocity, Lattice, Workday, ADP Workforce Now, Paycom, Dayforce, Microsoft 365, and Google Workspace.

SKILLS

AI & automation: Claude (Anthropic), Zapier, Monday.com, Freshservice, ChangeEngine, Glean, custom GPTs, prompt engineering for ops workflows

HRIS & systems: Paylocity, Lattice, Workday, ADP Workforce Now, Paycom, Greenhouse, Dayforce, Notion, Google Workspace (Sheets, Slides, Docs, Forms), Microsoft 365, DocuSign, Slack

People Ops domains: Matrix org operations · workforce architecture · OKR cycle mechanics · performance review cycle design & calibration · manager coaching (PIPs & separations) · vendor management & RFP · multi-state compliance · LOA (FMLA/CFRA/PDL/ADA) · benefits & open enrollment · payroll ops · workers' comp · USCIS/EAS immigration · Employee Relations & investigations · people analytics · documentation governance

Certifications: Professional in Human Resources (PHR), HRCI · 2020

EXPERIENCE

Babylist — Sr. People Operations Generalist & HRBP

Apr 2023 – May 2026

Consumer tech / media · 550+ employees · 4 workforce populations · 35+ U.S. states + Canada/Mexico/Philippines · Remote

AI, automation & people-data workflows

- Cut manual People Ops workload across compliance, benefits, and leave by leading AI Enablement for the People team and operationalizing Claude, Zapier, Monday.com, Glean, ChangeEngine, and Freshservice.
- Engineered a Benefits Admin Assistant bot that automated premium clawback math and refund processing; built Zapier flows pushing real-time LOA vendor status into Slack; designed Monday.com boards for onboarding, offboarding, and immigration case tracking with automated employee comms.
- Automated Greenhouse → Paylocity new-hire data sync in partnership with IT, removing manual handoff across 650+ records and improving HRIS data hygiene.

Vendor RFP, negotiation & cost reduction

- Closed Tilt as LOA partner at \$4.90 PEPM on a 12-month corporate + showroom contract, securing ~\$40K in combined rate and fee savings by running end-to-end vendor RFP, scoring 5 vendors against custom criteria, and managing MSA red lines with Legal.
- Negotiated flat-fee Paylocity Performance module for Showroom and Warehouse populations in place of per-headcount pricing, locking lower run-rate cost as headcount grew.

Workforce architecture, documentation, governance & matrix ops

- Stood up Beverly Hills Showroom People Ops from zero by configuring Paylocity Time & Labor, authoring the 14-section Showroom Employee Handbook, building New Hire Orientation and Benefits decks, and launching a Notion knowledge hub for managers and employees.
- Built Babylist's annual company-wide compliance refresh: hit 100% completion on HIPAA, Anti-Harassment, and Photo Release rollouts across 4 workforce segments by deploying audience-segmented manager comms, Paylocity-integrated tracking, and automated reminders across 35+ states plus Canada/Mexico/Philippines via Terminal PEO.
- Converted bi-weekly payroll, stock-exercise processing, STD/LTD corrections, accrual audits, and custom Paylocity reports into a teachable, auditable Payroll SOP and 2026 Payroll Checklist that survived 5x headcount growth.

- Hit California SB 553 Workplace Violence Prevention deadline (July 2024) by drafting the prevention plan, building incident reporting forms and log, and delivering WVPP training to Showroom leadership.
- Designed and documented an end-to-end workers' compensation process and acted as claims liaison.

HRBP, employee experience & compliance

- Designed Babylist's performance review cycle end to end with executive leadership and people managers: wrote the review questions and rating scale, facilitated calibration, and launched the cycle in Lattice and Paylocity for corporate and Showroom managers across 650 employees.
- Coached Showroom retail and corporate managers through ER investigations, performance management, PIPs, corrective action, and involuntary separations as embedded HRBP; ran separation prep meetings and partnered with Legal to assess risk and document outcomes.
- Delivered 2026 Open Enrollment on time for 550+ employees as sole People Ops lead during manager's leave by partnering with Mercer broker, building HCE benefit classes, and running full broker transition with payroll and benefit syncs.
- Designed Babylist Paid Gradual Return-to-Work Program (eff. Jan 2026): 6 weeks at 4 days/week, 100% pay for birthing parents, replacing legacy reduced-pay model across all U.S. and Canadian corporate employees.
- Lifted YOY Showroom engagement scores across category in 2024 → 2025 by launching and analyzing Engagement Surveys and shipping phased action plans on recognition, training, and career-pathing.

OceanX — HR Business Partner

Jun 2021 – Mar 2023

DTC subscription commerce · 400+ employees · Hybrid

- Owned full-cycle ER, benefits, workers' comp, LOA, and recruiting across a 400+ employee organization spanning corporate and operations populations; coached managers and department heads through performance management, PIPs, and separations.
- Built the performance review process in ADP Workforce Now and coached managers through review cycles, PIPs, and offboarding prep meetings, producing regulatory-defensible documentation.
- Redesigned company-wide onboarding and built a grievance tracking system, producing regulatory-defensible documentation and timely resolution; held federal and state compliance across all employment types.

Griswold Industries — HR Generalist

Jul 2020 – Jun 2021

Industrial manufacturing · Orange County, CA

- Stood up COVID-era recruiting by introducing LinkedIn Recruiter Corporate, cutting direct-hire agency fees, and expanding sourcing pipeline; built Interviewing Guide training for hiring managers.
- Rolled out the company's first online harassment training in English and Spanish; joined the COVID-19 Response Team tracking FFCRA and Paid Leave eligibility company-wide.

United Sports Brands — HR Generalist

Feb 2019 – May 2020

Consumer sporting goods · Orange County, CA

- Launched ATS and e-onboarding in Paycom, eliminating paper applications and new-hire forms across the org; delivered manager training on engagement, performance evaluations, and PIPs.

Foundation Building Materials — HR Generalist

Oct 2017 – Feb 2019

Building materials distribution · Orange County, CA

- Owned ER across 5 Western states (~650 employees); deployed electronic onboarding for the Western Region; ran benefits admin for a 3,500-employee org during the Benefits Manager's leave with zero service interruption.

EARLIER EXPERIENCE

ASICS America — Benefits Coordinator (2017) · CyberCoders, Inc. — HR Coordinator (2016–2017) · The Beverly Hills Hotel — HR Coordinator (2015–2016) · Whole Foods Market — Payroll & Benefits Specialist (2010–2015)

EDUCATION & CERTIFICATIONS

Professional in Human Resources (PHR) — HRCI · 2020

Saddleback College — Mission Viejo, CA