Megan M. Small

Business Systems · Workflow and UX · Front-End Development

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PORTFOLIO · CLICK TO OPEN

megan.mlinx.studio

The BrightBase case study, live apps and sites, and the data behind the numbers on this page.

View portfolio ↗

SUMMARY

Business systems builder moving from running a company into a full-time systems role on a team. Eight years running a multi-crew service company and owning every system behind it, from booking to payroll. When off-the-shelf service apps fell short, designed and built BrightBase, the operations system the company runs on.

SKILLS

Business analysis	Requirements, process mapping, user stories and acceptance criteria, UAT, data migration, documentation and training
Workflow and UX	Workflow and screen design, mobile-first field apps, client portals, booking flows
Development	React, TypeScript, Next.js, Tailwind CSS, Python (FastAPI), PostgreSQL
Integrations	REST APIs, webhooks, OAuth 2.0, Stripe Connect, Twilio SMS and voice, Google Calendar and Gmail APIs, iCal sync, web push
Data modeling	Relational schemas and CRM objects (BrightBase, Twenty), Power BI star schemas and DAX, SQL, pandas, KPI and revenue reporting
Cloud and delivery	Railway, Vercel, Supabase, Google Cloud, Docker, Git, GitHub Actions CI, automated testing
AI	Claude and Gemini APIs built into business apps, Claude Code, prompt design
Platforms used and tested	**Field service:** Jobber, Housecall Pro, Connecteam, Maidily, Turno, Breezeway, BookingKoala **CRM:** HubSpot, HighLevel, Attio, Twenty **No-code and automation:** Airtable, Zapier, AppSheet, Google Apps Script, Bubble, Noloco, Softr, Adalo, Glide, Base44, Replit, monday.com **Business:** QuickBooks, Square, Square Payroll, OpenPhone, Lodgify, Wix, Notion, Google Workspace

EXPERIENCE

Founder and Technical Operations Lead · The Maine Cleaning Company — 2018 – present

- Built a residential, commercial and short-term rental cleaning business to **$1M+ collected since 2023** (peak $414K in 2024) across **4,900+ visits** in 40+ Maine towns; 63% of clients rebooked and bad debt stayed under 0.1%.
- Raised visits with a cleaner assigned from 74% to 96% and recurring work from 90% to 97% (2023–2025); booked value per scheduled hour rose 20% (2024–2025).
- Tested many field-service, scheduling and CRM apps, including Jobber, Housecall Pro, Connecteam and HubSpot; none fit how the company worked.
- Mapped the workflow from request to payment with office staff and crews, then defined the requirements and data model for BrightBase, rolled it out in phases, and made it the system of record for scheduling, dispatch, invoicing, payments and subcontractor payouts.
- Connected Stripe, Google Calendar and Gmail, Twilio, Airbnb and VRBO calendars and Facebook lead ads, and merged every website form into one intake path with duplicate checks.
- Hired, trained and managed 50+ employees and subcontractors, and wrote the standards that kept rotating teams consistent.

Freelance Web Developer · M Studio (mlinx.studio) — 2026 – present

- Scope, build and hand off websites and business tools for small businesses, including Nash Construction and The Remote Admin; every account stays owned by the client.
- Built free browser tools for service businesses, including an instant quote, a website check and a cost-of-manual-work calculator (mlinx.studio/tools).
- Launched M Linx Guide, a digital guest guide for short-term rental hosts; first paying client July 2026.

Lead Dental Assistant and Administrative Support · Southern Maine practices 2014 – 2018

- Scheduling, documentation, patient flow and staff training.

Administrative Assistant · SMCC Office of the President 2013 – 2014

- Correspondence, scheduling and confidential records.

SELECTED PROJECTS

BrightBase · Python, FastAPI, React, PostgreSQL
Affordable operations system for the company: books rental turnovers from Airbnb and VRBO calendars, texts clients, collects leads in one inbox and syncs with Google Workspace. Offline-ready crew app; 4,100+ automated tests.

Twenty CRM build · Twenty (open source)
A second version built on the open-source Twenty CRM: custom objects for properties, quotes, jobs and visits, with rental bookings synced in as jobs.

Power BI portfolio · Power BI, DAX
Four reports on real business, code and school data: star-schema models, time-intelligence and retention measures, versioned in Git.

linx · Python, FastAPI, React, PostgreSQL
Two-sided cleaning marketplace with vetted cleaners, Stripe Connect payouts and 900+ automated tests.

maineclean.co · React, TypeScript
Live booking site with instant estimates that feed straight into BrightBase.

EDUCATION AND TRAINING

B.S. Business Analytics and Artificial Intelligence · University of Southern Maine In progress
Minor in Computer Science

IBM Full Stack Software Developer Professional Certificate · Coursera Expected Dec 2026

BCG GenAI Job Simulation · Forage Feb 2026

- Completed a job simulation involving AI-powered financial chatbot development for BCG's GenAI Consulting team.
- Gained experience in Python programming, including the use of libraries such as pandas for data manipulation.
- Integrated and interpreted complex financial data from 10-K and 10-Q reports, employing rule-based logic to create a chatbot that provides user-friendly financial insights and analysis.

Vista Equity Partners AI in Action Job Simulation · Forage Feb 2026

- Completed a job simulation involving prompt engineering and GenAI workflow automation for Vista's Portfolio Operations team.
- Applied Vista's four-part prompt framework (Ask, Context, Examples, Desired Output) to synthesize customer NPS survey feedback into executive-ready insights, improving clarity and relevance of outputs by more than 50% through iteration.
- Designed and tested repeatable GenAI workflows (news aggregation, data reconciliation, and qualitative insight summarization) using tools such as ChatGPT and Copilot, ensuring accuracy, professional tone, and scalability.
- Evaluated AI-generated outputs for accuracy, tone, and usefulness; implemented guardrails and refinement techniques that reduced error rates and increased stakeholder usability of results.