

# JENNA WEBB

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## PROFESSIONAL SUMMARY

Trust & Safety and Fraud leader with 10+ years of experience building abuse prevention systems, detection frameworks, and risk operations across email, messaging, fintech, and SaaS platforms. Deep expertise in identifying abuse patterns, analyzing behavioral signals, and designing scalable enforcement strategies that protect platform integrity while minimizing friction for legitimate users. Proven track record reducing phishing, spam, and fraud incidents through data-driven investigations, operational analytics, and automated detection systems. Experienced working cross-functionally with Engineering, Security, Product, and Operations teams to operationalize trust and safety controls at scale.

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## CORE COMPETENCIES

SQL • Python • Snowflake • Looker • Tableau • Splunk • Jira • Event Stream Analysis • Behavioral Analytics • Risk Monitoring & Reporting

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## PROFESSIONAL EXPERIENCE

### **Independent Security & Risk Consultant** Jan 2026 – April 2026

*OneSignal (Contract)*

- Designed behavioral risk scoring and identity verification frameworks to detect onboarding fraud and abusive account activity.
- Developed automated decisioning systems combining device intelligence, document authenticity, network reputation, and behavioral risk signals.
- Built progressive trust models and escalation logic that reduced manual review requirements while improving detection coverage.
- Identified gaps in third-party detection systems and implemented supplemental controls targeting previously unmitigated abuse vectors.
- Partnered cross-functionally with Product, Engineering, and Security teams to operationalize fraud signals into scalable enforcement workflows.
- Evaluated signal quality and enforcement outcomes through trend analysis, operational feedback loops, and risk pattern investigations.

### **Staff Product Manager, Trusted Communications** Jun 2022 – Apr 2025

*Twilio Inc.*

- Led Trust & Safety strategy for large-scale email and messaging abuse prevention systems protecting millions of users and senders globally.
- Conducted root-cause investigations into phishing, spam, spoofing, onboarding fraud, and account compromise events by analyzing behavioral patterns, traffic anomalies, IP reputation, and sender activity.
- Designed and optimized detection and enforcement frameworks that reduced abuse incidents by 71% while minimizing impact to legitimate senders.
- Analyzed high-volume email and messaging event data to identify coordinated abuse patterns, recidivist actors, and anomalous sender behavior.
- Defined and tracked operational metrics including false-positive rate, enforcement latency, detection coverage, abuse recurrence trends, and policy effectiveness.
- Built monitoring dashboards and reporting workflows using SQL, Looker, Tableau, Splunk, and Snowflake to provide real-time visibility into enforcement activity and abuse trends.
- Partnered with Engineering and Operations teams to evaluate signal quality, tune detection logic, and improve precision/recall tradeoffs across enforcement policies.
- Led investigations into emerging email abuse vectors including malicious link propagation, phishing infrastructure, compromised accounts, and large-scale spam campaigns.
- Collaborated cross-functionally with Security, Engineering, Legal, and carrier partners to deploy scalable anti-abuse controls and enforcement systems.

## **Staff Messaging Compliance Program Manager** Nov 2020 – Jun 2022

*Twilio Inc.*

- Led compliance and abuse prevention strategy for A2P messaging ecosystems including 10DLC, Short Code, and Toll-Free traffic.
- Built automated enforcement workflows and carrier policy controls that reduced messaging violation rates by 40%.
- Conducted investigations into messaging abuse trends, suspicious sender behavior, onboarding fraud, and policy circumvention patterns.
- Developed KPIs and operational dashboards tracking violation frequency, mean-time-to-resolution, escalation trends, and enforcement effectiveness.
- Partnered with Operations and Engineering teams to improve detection workflows and increase compliance review throughput by 60% YoY.
- Led incident response and post-mortem analysis for large-scale compliance and abuse events, reducing average resolution time by 35%.
- Supported direct carrier escalations and cross-functional remediation efforts for high-risk messaging activity.

## **Compliance Specialist** Jun 2020 – Nov 2020

*Twilio Inc.*

- Helped establish Twilio's messaging compliance operations and customer vetting processes focused on fraud prevention, onboarding review, and abuse mitigation.
- Designed escalation workflows, monitoring procedures, and enforcement documentation supporting scalable compliance operations.
- Developed tooling and training materials enabling consistent review of high-risk accounts and suspicious traffic patterns.
- Served as escalation lead for compliance incidents, customer investigations, and enforcement response coordination.

## **Fair Billing Compliance Program Manager** Apr 2012 – Aug 2018

*Alliance Data*

- Founded and operationalized the Fair Billing compliance program focused on fraud identification, dispute resolution, fee validation, and ACH/Reg E compliance.
- Led investigations into billing anomalies, dispute trends, operational control gaps, and customer-impacting issues.
- Conducted risk assessments and root-cause analyses that reduced billing discrepancies and improved operational controls.
- Partnered with Product, Risk, IT, Legal, and Complaint Management teams to implement automated system controls and compliance monitoring processes.
- Supported CFPB audits and regulatory reviews through reporting, operational analysis, and remediation planning.

## **EARLIER EXPERIENCE**

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**Alliance Data** — Training Documentation Specialist (2010–2012) | Training Coordinator (2008–2010) | Debt Settlement Specialist (2007–2008, *President's Circle Award Nomination*) | Recovery Specialist (2004–2007)

Progressive career in compliance training, documentation, debt negotiation, and collections. Proposed and built the debt settlement function; designed enterprise training programs and SOPs across customer service, compliance, and operations.

## **ADDITIONAL**

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**Quantitative Trading (Apr 2025 – Present):** Developed Python-based data pipelines and algorithmic trading strategies across equities, futures, and options; implemented backtesting, risk controls, and live execution systems.

**Career Sabbatical (Aug 2018 – Jun 2020):** Pursued full-time music performance and creative work.

## **RECOGNITION**

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**Superb Owl Award** (Twilio) — 10DLC compliance controls and carrier direct connections | **Magic Owl Award** (Twilio) — Building the compliance department | **President's Circle Award Nomination**(Alliance Data) — Creating the debt settlement function