

Parrish Lenon

Principal Consultant, Signal House

Irvine, CA, United States | [LinkedIn](#)

EXPERIENCE

Principal Consultant
Signal House

May 2026 — Present
Tustin, California, United States

For more than 25 years, I've helped organizations improve customer experiences, strengthen operations, lead teams, and drive business growth.

My background includes leadership roles in banking, financial services, customer experience, operations management, and team development. Throughout my career, I have consistently focused on one core principle: making it easier for customers to trust, engage, and take action.

Today, I am the founder of Signal House, a business clarity and creative consultancy that helps companies improve messaging, customer journeys, ad creative, and overall brand communication.

Through Signal House, I help businesses identify the gaps that weaken trust, create friction in the customer journey, or prevent marketing from reaching its full potential. Services include business audits, messaging reviews, ad creative strategy, and content recommendations designed to help companies communicate more clearly and convert more effectively.

In addition to my consulting work, I am actively building AI-powered tools and systems that help businesses simplify operations, improve decision-making, and create better customer experiences.

Areas of focus:

- Customer Experience (CX)
- Operations Leadership
- Team Development
- Business Strategy
- Messaging & Positioning
- Ad Creative Strategy
- AI-Powered Business Solutions
- Process Improvement

Always interested in connecting with business leaders, entrepreneurs, operators, and professionals focused on growth and innovation.

Customer Success & Digital Operations Consultant
Income Swell LLC

Aug 2021 — Present
Tustin, California, United States

- Support clients with onboarding processes, platform navigation, and customer communication workflows.

Assist small businesses with automation, CRM processes, and digital customer support systems.

- Create user guides, templates, and customer-facing instructions to improve clarity and ease of use.
- Provide customer experience consulting, problem-solving, and digital support strategies.
- Build funnels, landing pages, and customer workflows using tools like Systeme.io, GoHighLevel, and ClickFunnels.
- Manage inquiries, documentation, and support communication across email, SMS, and digital tools.

Branch Manager II
Wescom Credit Union

May 2008 — Jul 2021
Torrance, CA

Branch Manager
American First Credit Union

Mar 2007 — May 2008
Placentia, CA

Branch Supervisor
SchoolsFirst Federal Credit Union

Apr 1995 — Nov 2001
Tustin, CA

EDUCATION

Orange Coast College

PROJECTS

Initial Training for SalesForce and LiveOps systems

Creating/Facilitating training to support our online business move to the SalesForce and LiveOps platforms at Auction.com

CERTIFICATIONS

Advertising Geneius Certification, Billy Gene is Marketing

Jun 2022

Notary Public, National Notary Association

Jun 2019

SKILLS

Operational Control · Customer Experience · Cash Management · Communication · Microsoft PowerPoint · Microsoft Word · Microsoft Excel · Social Media Marketing · Social Media · Digital Marketing · Microsoft Office · Recruiting · Contract Recruitment · Investment Banking · Customer Service Training · Sourcing · Customer Relationship Management (CRM) · Contract Negotiation · Growth Strategies · Marketing