



WORK EXPERIENCE

Solutions Architect & Marketing Manager

Mixed Sweet Media

2022 – Present

Build AI-powered automation systems and lead marketing operations for enterprise clients including Parkland and Canada Beef. Delivered 200+ training videos, achieved 615% campaign ROI, and created systems generating 20:1 efficiency gains.

Marketing Manager & IT Support

Summit Kids

2017 – 2019

Managed full marketing operations and cross-functional project coordination. Authored 50+ SOPs to systematize workflows. Coordinated multi-site initiatives and stakeholder alignment.

Independent Creative & Systems Builder

Consulting

2011 – 2022

Built marketing operations for clients across healthcare, energy, and tech. Delivered multilingual platforms, achieved 6:1 ROI on SEO/PPC campaigns, and opened 4 new B2B distribution channels.

SYSTEMS I'VE BUILT

International Trading Platform

Full-stack rebuild of B2B2C trading platform. 52-table normalized schema, 3.7M+ production rows, multi-currency support, and regulatory compliance across jurisdictions.

React Node.js TypeScript SQL Server

AI Email Triage System

Production system processing Office 365 emails through Claude AI for intelligent categorization, then routing to Asana with proper project assignment.

Node.js Claude API Microsoft Graph Asana API

Enterprise Analytics Dashboard

Real-time analytics for 2000+ fuel station locations with RBAC, territory management, and performance leaderboards for Parkland/Sunoco.

React Supabase PostgreSQL Row-Level Security

TECHNICAL SKILLS

AI & AUTOMATION

Claude API OpenAI API Prompt Engineering

Multi-Agent Systems CrewAI

DEVELOPMENT

TypeScript Python JavaScript PowerShell SQL

FRAMEWORKS

Next.js React Node.js Supabase

MARKETING TECH

HubSpot Google Analytics Marketo Salesforce

INFRASTRUCTURE

Linux/Debian WireGuard AWS SES Vercel PostgreSQL

TOOLS

Git Asana Notion Final Cut Pro Figma