

Growth marketing leader with **a decade** (2015 founder start) across digital strategy, paid media, and demand generation, and one of the few who has **engineered an AI-native marketing organization**, not just used AI tools. Founder of an agentic platform company where **14+ specialized AI agents** (content, design, QA, analytics, GTM, pricing) run research, content production, review gates, and reporting autonomously across three brands. I build systems that let a lean team operate like a full department: autonomous blog engines, viral short-form pipelines, scheduled market-intelligence feeds, and async AI workers wired into production databases. Seeking a Director+ role leading AI-driven growth.

SELECTED AI GROWTH SYSTEMS – BUILT & OPERATED

Agentic marketing organization

Claude Code + MCP: 14+ role-specialized agents with department structure, approval gates, and a CEO-twin for strategy. 1,000+ hours of agentic engineering across 210+ logged sessions with persistent memory and handoff protocols.

Blog autopilot engine

Researches, drafts, passes adversarial quality gates (incl. a dedicated AI-slop detection agent), SEO-optimizes, and publishes on schedule. Zero manual steps, runs on GitHub Actions.

Viral reel engine

AI-avatar + founder-led short-form pipeline: 100+ tested hook patterns, script-to-voice matching, automated B-roll and motion graphics (Higgsfield, ElevenLabs, Remotion). Built for 1–2 reels/day.

Market intelligence pipeline

Scheduled cloud agents sweep 5 verticals 4x/week (VidIQ, SERP, social, web) into Supabase; local agents consume them for strategy, content, and pricing. A fully automated research-to-execution loop.

Async agent worker

Cloud worker polls a Supabase job queue; local agents delegate research, drafting, and analysis and consume results. A two-environment agent relay running in production.

Client onboarding system

Interactive branded intake with voice recording, uploads, and agent-adaptive questioning. Converts discovery into structured data agents build GTM deliverables from.

EXPERIENCE

Director, Growth Marketing · Veritas Automata

AUG 2025 – PRESENT · REMOTE

AI/tech consulting firm focused on life sciences & CRO

- Define and execute growth strategy with executive leadership across SEM, paid social, programmatic, email, SEO, content, and events; built ABM programs for high-value target accounts.
- Introduced AI-assisted delivery: productized SEO/technical site assessments into a repeatable AI-driven audit format; deployed client sites from AI-generated implementation specs.
- Designed integrated campaigns on HubSpot + CRM with GA4/Search Console instrumentation feeding executive reporting; hired and managed digital marketing interns.

Founder · YGS (yourgrowthsystem.io) & DigiPit

2025 – PRESENT · DALLAS, TX

- Built YGS, an AI marketing platform (diagnostic playbooks, content engine, follow-up & review engines), expanding from home-service trades to 5 verticals.
- Built DigiPit, a white-label agentic-OS platform for agencies: multi-tenant, voice-driven command center, per-department agent teams, sold with AI fractional leadership on top.
- Engineered the stack solo with AI agents (Next.js/Vercel, Supabase, Stripe/Square, Twilio, CI/CD, security gates) while owning positioning, pricing, investor materials, and first client onboarding.
- Recruited founding CTO (NVIDIA senior engineer, ex-Apple/Tesla/DoorDash); running structured investor conversations.

Digital Marketing Lead / Sr. Consultant · Chartis.io

JUN 2023 – SEP 2025 · NEW YORK / REMOTE

- Developed cross-channel strategies for multiple concurrent clients (Google Search, Meta, LinkedIn, Bing, programmatic); optimized and scaled campaigns; managed client spend and KPI/reporting frameworks.
- Acted as client escalation point; scoped and sold expanded engagements.

Digital Marketing Manager · Bailey Brand Consulting

NOV 2021 – JUN 2023 · NEW YORK

- Managed digital campaigns end-to-end across LinkedIn, Meta, Pinterest, Twitter, Reddit, YouTube, TikTok, and Google Search/Display; owned paid budgets and A/B testing roadmaps across channels.

Digital Marketing Associate · BeMo Academic Consulting

NOV 2020 – OCT 2021 · REMOTE

- Ran PPC and paid social with full-funnel A/B testing; built demand-gen automations (Zapier, Drip) and multi-touch attribution (Hyros) for ROAS/ROI decisions.
- Unified disconnected channel data into decision-ready reporting; created SOPs that onboarded new team members efficiently: early evidence of the systems-and-playbooks approach that now defines my work.

Founder · Springlyhub (DTC fashion brand)

2015 – 2020 · SOLD 2020

- Built a women's fashion DTC brand from zero: Shopify sales \$100/day → \$500/day in a year; FB/IG paid to 5x ROAS with CPA cut \$40 → \$8; influencer and email programs; sold the brand in 2020.

SKILLS

AI & AGENTIC

Claude Code (agents, skills, MCP, hooks), multi-agent orchestration, prompt & context engineering, model routing/evaluation, ChatGPT/OpenAI, AI content pipelines (Higgsfield, ElevenLabs, Remotion), AI QA/review gates

GROWTH

Growth strategy, demand gen, ABM, SEO/AEO/GEO, CRO & funnels, paid media (Google, Meta, LinkedIn, programmatic), lifecycle/email, content strategy, pricing

DATA & PLATFORMS

HubSpot, GA4, Search Console, Supermetrics, Ubersuggest, VidIQ, Supabase (Postgres), Vercel, GitHub Actions, Stripe/Square, Zapier, Looker Studio

BBA, Marketing specialization, University of Toronto