

THE *EXECUTION* ARCHIVE

AI Marketing Automation & Operations Specialist

For roles that involve remote operations, AI-assisted execution, workflow support, documentation, CRM/backend systems, admin support, marketing coordination, and client-ready delivery.

I put this document together because the role I'm aiming for is not just basic VA work. It sits closer to the kind of support growing teams actually need -- someone who can handle backend tasks, keep work organized, use AI carefully, document repeatable processes, and help marketing and operations work move without too many loose ends.

Strongest lane I have is where AI tools, workflows, documentation, marketing support, and admin work meet. I'm not only showing finished work here, but I'm also showing how I handle rough inputs, turn them into clear next steps, check the details, document the process, and help work move from request to delivery successfully.

Inside, you'll see:

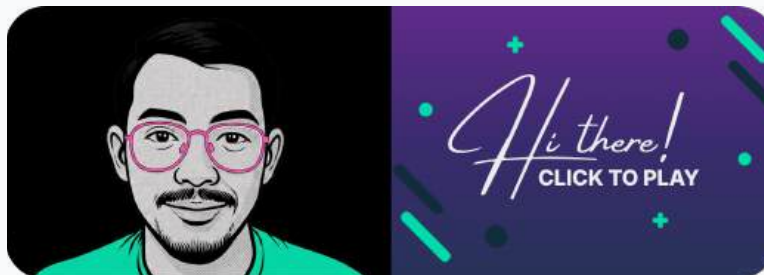
- AI-assisted work, prompt systems, and human-checked output
- GHL workflows, lead routing, nurture logic, and CRM/backend support
- Loops, Zapier, and webhook-based campaign execution
- Zapier, Loops, Slack, webhook, and Google Workspace automations
- SOPs, QA checklists, workflow audits, and production notes
- Website, landing page, content, and marketing operations support
- Reporting, cleanup, tracking, and backend admin work


Core platforms and tools shown across this doc:

Canva; Loops, Zapier; GoHighLevel (GHL), WordPress; Google Sheets, Google Workspace, Monday, Slack; GHL API, Google Apps Script; ChatGPT, Claude, Gemini


What this doc is meant to prove:

- Use AI without trusting the output blindly
- Support marketing work, CRM workflows, content, email, websites, admin ops
- Turn rough inputs into clearer docs, workflows, and next steps
- SEO-aware content judgment
- Help founders, clients, and internal teams move faster without letting important details drop

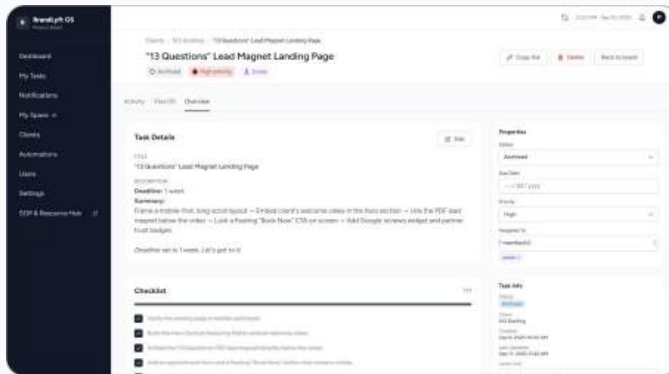


 [Message Me – LinkedIn](#)

 [Email Me Directly](#)

 [Or Text/Call](#)

Workflow Documentation, SOPs & QA

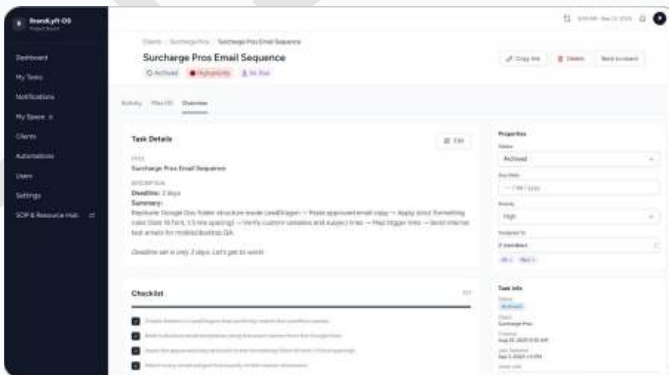
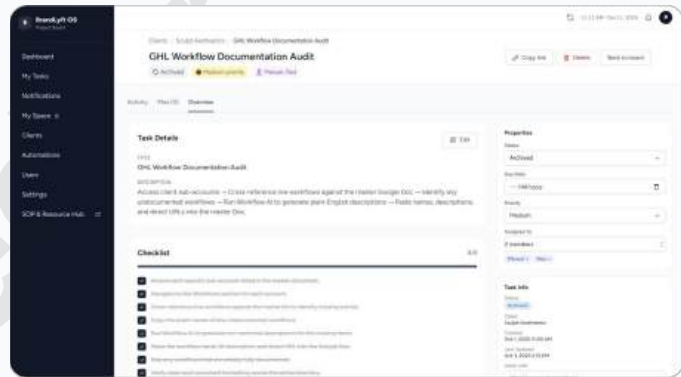


Production Briefs

Turned client requests into structured production briefs -- tracking missing assets, translating build requirements clearly, and keeping mobile-first details visible before execution started.

Workflow Audit

Reviewed client sub-accounts to find undocumented workflows, then used AI tools to help translate the logic into plain-English process notes the team could actually follow.



SOPs & QA

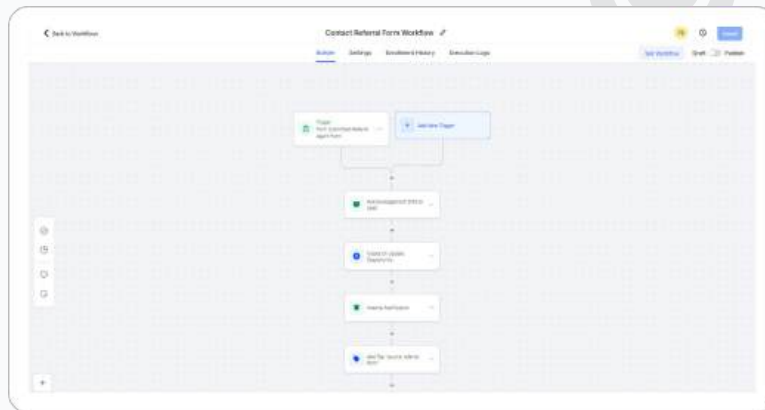
Written step-by-step SOPs and pre-launch QA checklists to catch formatting issues, verify automations, and make delivery more consistent before anything went live.

Team Briefs/SOPs ↗

Turning Intake Logic Into Clearer Systems



Above: Inbound Call Tracking Workflow; **Below:** Contact Referral Form Workflow



Tools: GoHighLevel workflows, CRM routing, internal notifications, SMS/email follow-up

A supporting sample showing how I turn messy intake and follow-up logic into something clearer, easier to track, and easier to use.

This workflow sample came from real lead-intake and referral handling work. The point was not just to build steps inside a platform, but to make the next action clearer after a lead came in so the team was not stuck sorting things manually.

What these workflows handled

- Source-based lead routing inside GHL
- Contact updates tied to the right intake path
- Opportunity creation and stage movement
- Internal notifications for team visibility
- Cleaner follow-up logic after intake
- Less manual sorting after leads entered the system
- More consistent handling across different entry points

[Inbound Call Tracking](#)

[Contact Referral Form](#)

[Check Other Workflows ↗](#)

Backend Cleanup & Validation Support

Document ID	Email Address / Phone #	Date	Status	Notes
Carina Park		Mar 14 2026	Details Confirmed	
Zuleika Andrews		Mar 14 2026	Details Confirmed	
Yvette Malae		Mar 14 2026	Details Don't Match	
William Kambani		Mar 14 2026	Document Not Found	Actual document ID: DK462LBDK9K3Q2LH95cm
Zenda Hayes		Mar 14 2026	Details Confirmed	
William Weston III		Mar 14 2026	Details Don't Match	Email address used is [redacted]@unqamedical.com
William Johnson		Mar 14 2026	Inactive	
Vereta Lezama		Mar 14 2026	Details Confirmed	
Victor Vial		Mar 14 2026	Details Don't Match	Email address used is [redacted]@unqamedical.com
Virginia Sue Conchar (PH)		Mar 14 2026	Details Confirmed	
Sorely Yoder (PH)		Mar 14 2026	Details Confirmed	
Roxy Kitcher		Mar 14 2026	Details Don't Match	Duplicate of Victor Vial [redacted]@unqamedical.com
Rory Sorenson		Mar 14 2026	Details Confirmed	
Vereda Harris		Mar 14 2026	Details Confirmed	
Tina Walker		Mar 14 2026	Details Confirmed	
Yvette Mickland		Mar 14 2026	Details Confirmed	
Tasha Cox		Mar 14 2026	Details Confirmed	
Tonye Hays		Mar 14 2026	Details Confirmed	
Tonia Latta		Mar 14 2026	Details Don't Match	Duplicate of Victor Vial [redacted]@unqamedical.com
Wayne Philpe		Mar 14 2026	Inactive	DNIC entered
Wanda Cox		Mar 14 2026	Details Don't Match	

Tools: Google Sheets, Google Apps Script, GHX API, Chrome bookmarklet

This one here shows a more backend side of my work. Instead of relying on manual checking inside multiple tools, I built a cleanup utility that helped process and verify QuickBooks-related entries against GHX data. The goal was to catch missing details faster, flag mismatches more clearly, and make cleanup work easier to track instead of leaving it buried inside a messy manual review process.

What the System Did

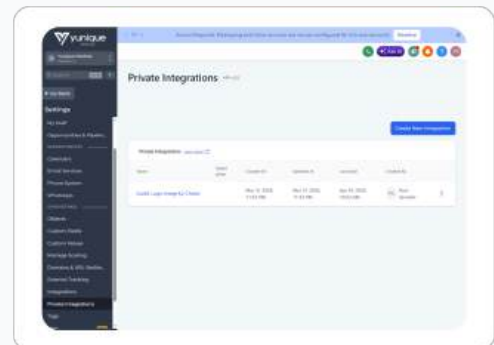
- Pulled and checked entry details against GHX records
- Flagged missing or mismatched data that needed review
- Helped separate confirmed entries from duplicates, inactive records, and unresolved items
- Made the cleanup process easier to track inside Sheets instead of relying on scattered checks

Why this Sample Matters

This sample is here to show how I think through messy systems work -- not just writing or drafting, but validation, cleanup, and making review-heavy tasks easier to use.

What Improved

- Reduced manual checking across audit work
- Made mismatches easier to spot and sort
- Gave the cleanup work a clearer review trail
- Turned a messy verification task into something more structured and repeatable



This utility was tied to a live private integration setup inside GHX, not just spreadsheet tracking.

[Read the Documentation](#)

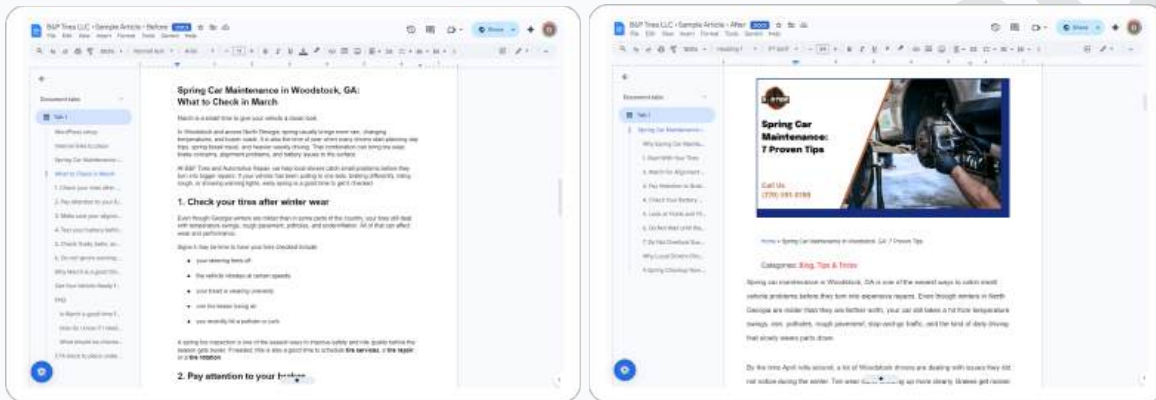
[Visit the Tracker ↗](#)

SEO Writing & Content Cleanup

Selected before-and-after proof of SEO-focused publishing, stronger local search phrasing, cleaner problem framing, and more publish-ready service-business content.

This page shows the content side of my digital marketing work -- taking rough drafts or softer starting points and turning them into clearer, more useful, more search-aware pages that are easier to publish and easier for the reader to act on.

B&P Tires and Automotive Repair



BEFORE

March is a smart time to give your vehicle a closer look. In Woodstock and across North Georgia, spring usually brings more rain, changing temperatures, and busier roads.

AFTER

Spring car maintenance in Woodstock, GA is one of the easiest ways to catch small vehicle problems before they turn into expensive repairs.

What changed most

- Generic seasonal opener → stronger local search phrase
- Soft intro → clearer authority and problem framing
- Basic draft → more useful, buyer-ready service content

What I changed

- Repositioned the article around a stronger local search phrase instead of a generic seasonal opener.
- Expanded the piece into a more authoritative service-business post with stronger scan flow and more buyer-ready detail.
- Added grounded references, practical examples, and cleaner structure so the final version felt less generic and more publish-ready.

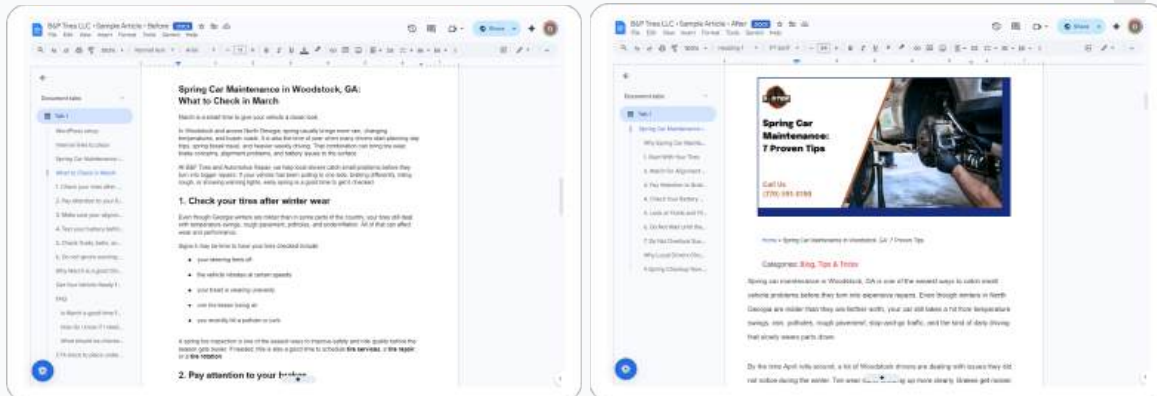
[View Draft](#)

[Published Version ↗](#)

Brad Craven Construction & Roofing

AI drafted the starting point. I rewrote, revised, fact-checked, structured, and finalized the article for publishing and conversion use.

Shows local SEO-aware cleanup, stronger service-business positioning, and the ability to turn rough AI output into clearer, more useful, and more conversion-ready content.



BEFORE

As March 2026 gets underway, homeowners across North Georgia are moving into one of the most important times of year for roof maintenance.

AFTER

Winter wear has already had time to affect shingles, flashing, gutters, and roof drainage. At the same time, spring in Georgia often brings stronger winds, heavy rain, hail, and a higher risk of storm-related roof damage.

What changed most

- Seasonal opener → stronger local roofing intent
- General maintenance tone → clearer problem-prevention framing
- Basic draft → more buyer-ready North Georgia service content

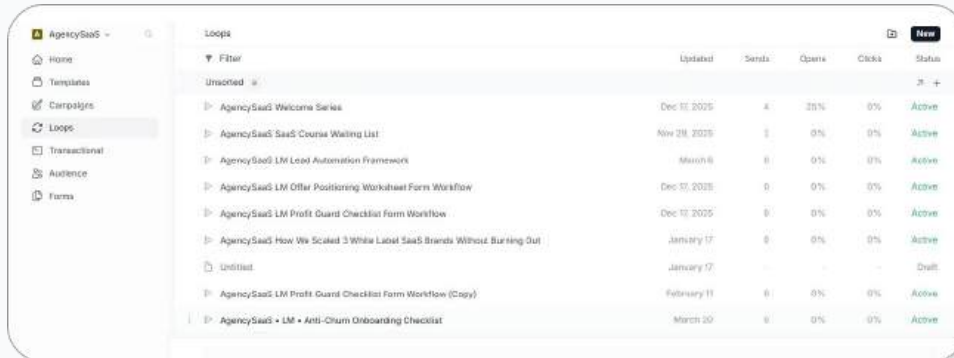
What I changed

- Reframed the article around a stronger local roofing topic instead of a softer seasonal maintenance intro.
- Tightened the article into a clearer North Georgia service piece with better flow, stronger problem framing, and more useful decision-making detail.
- Improved the CTA path so the final version worked more like real local-service content instead of a generic AI draft.

[View Draft](#)

[Published Version ↗](#)

Loops Campaigns, Sequences & Launch QA



	Updated	Sends	Opens	Clicks	Status
AgencySaaS Welcome Series	Dec 11, 2025	4	33%	0%	Active
AgencySaaS SaaS Course Waiting List	Nov 28, 2025	1	0%	0%	Active
AgencySaaS LM Lead Automation Framework	March 6	0	0%	0%	Active
AgencySaaS LM Offer Positioning Worksheet Form Workflow	Dec 11, 2025	0	0%	0%	Active
AgencySaaS LM Profit Guard Checklist Form Workflow	Dec 11, 2025	0	0%	0%	Active
AgencySaaS How We Scaled 3 White Label SaaS Brands Without Burning Out	January 17	0	0%	0%	Active
Untitled	January 17	0	0%	0%	Draft
AgencySaaS LM Profit Guard Checklist Form Workflow (Copy)	February 11	0	0%	0%	Active
AgencySaaS - LM - Anti-Churn Onboarding Checklist	March 20	0	0%	0%	Active

Campaign setup example showing message structure, sender details, audience configuration, and launch-ready preparation.



Campaign setup example showing message structure, sender details, audience configuration, and launch-ready preparation.

This is how I handle when email campaigns need to move from approved content into clean live execution.

The work here covered one-off sends and ongoing lifecycle sequences inside Loops across promotional, educational, onboarding, and follow-up use cases. It also included the backend layer around those sends -- message setup, sender details, audience handling, sequencing, QA, and post-send review -- so campaigns were not just written, but actually prepared, checked, and launched properly.

Reason for Including This

Because it shows the support layer behind email and campaign operations. Not just copy, but the execution around setup, sequencing, QA, and keeping things organized from one step to the next. That lines up much more closely with a marketing ops role than a broad creative sample would.

What improved

- Made campaign execution easier to repeat and maintain
- Reduced loose manual follow-up after trigger-based actions
- Kept lifecycle work more organized across sends and sequences

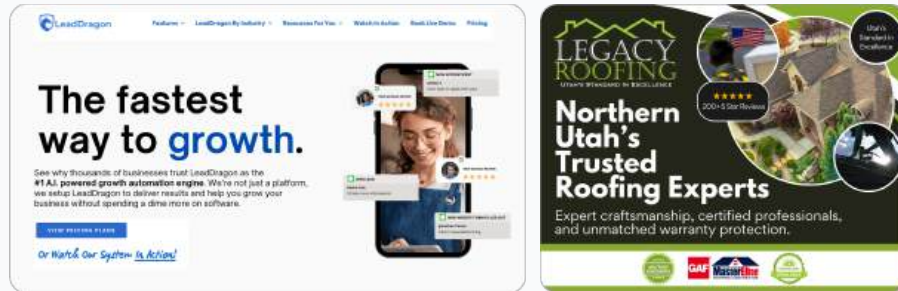
[View Draft](#)

[Explore More ↗](#)

Canva Materials & Visual Support

Selected visual assets used for social content, promotions, client communication, and day-to-day marketing support.

These samples show the visual support side of my work -- creating and cleaning up graphics for promotions, social content, client communication, and day-to-day marketing use.



- a) **Hero section graphic.** Used to support a clearer homepage offer and a stronger first impression.
- b) **Promotional banner.** Created to make the brand feel more established, more credible, and easier to recognize at a glance.



- c) **Informational IG graphic.** Designed to package tax-date information in a format that felt cleaner, more readable, and more useful for clients.
- d) **Event promo graphic.** Made to present the event more clearly and make the invitation feel more polished and more visually clickable.
- e) **Promotional banner.** Built to support short-form promotion with a clearer message and stronger appointment-focused visual.

[See Graphics ↗](#)

Social Outreach, Booking & Content Support



I can support the social side of a business beyond graphics alone -- handling content, outreach, replies, lead qualification, and booking follow-through across active accounts.

ReDefine & ReDiscover

Handled outreach across multiple social platforms, contacted potential clients directly, filtered leads, responded to engagement, and tracked follow-through through weekly reporting. This work supported visibility and response flow -- keeping outreach organized, making conversations easier to continue, and helping the founder see what was being done each week.

We Whiten

Supported multiple Instagram accounts tied to different locations, handled content and feed upkeep, sent outreach DMs, qualified leads, and moved conversations toward bookings. The work also included collecting contact details, confirming appointment information, replying to messages, and keeping follow-through active after the first response. Some outreach also included Spanish-language support when needed.

- ❖ **Instagram account support**
One of multiple active location-based accounts I helped keep updated and engaged.
- ❖ **DM outreach and lead handling**
Used to start conversations, qualify prospects, and move replies toward a clear next step.
- ❖ **Appointment booking follow-through**
Moving a social conversation into confirmed booking details and contact collection.

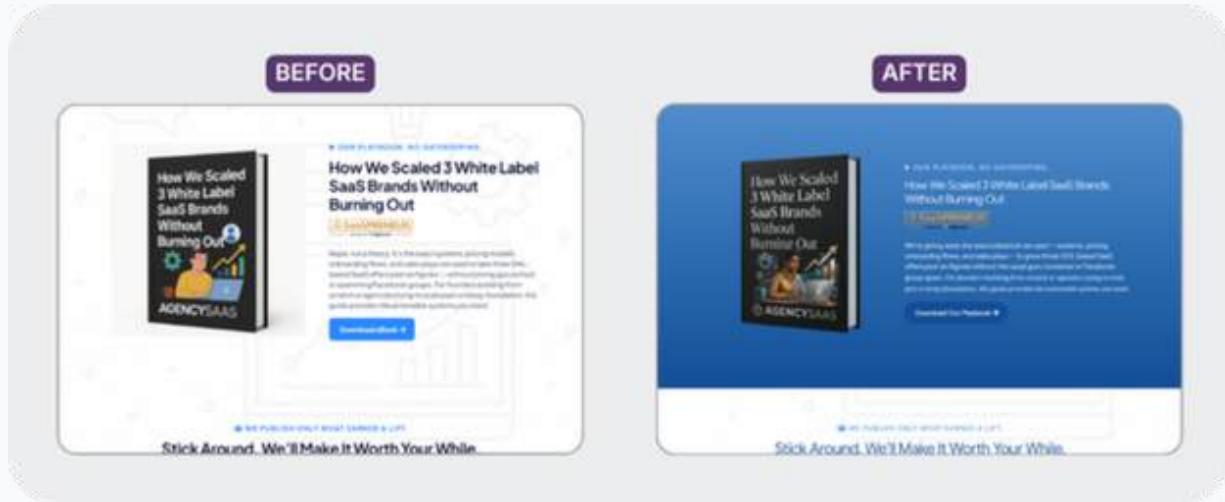


Social Media Work ➔

Website, Content & Deployment Support

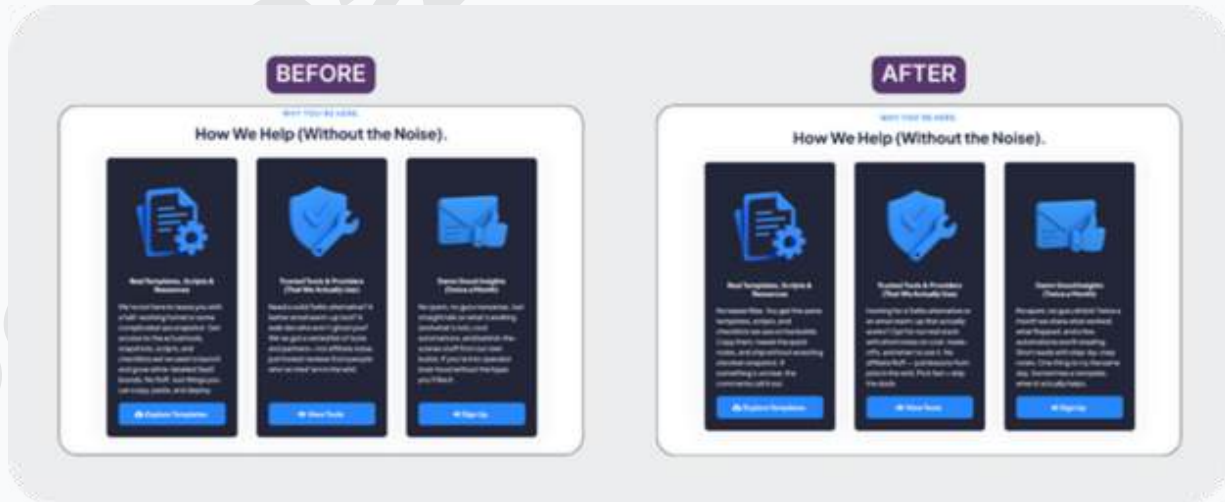
Landing-page section cleanup | AI-first copy to clearer offer framing

These examples come from AgencySaaS. The starting visuals already had the right general offer, but parts of the page still felt flatter, more generic, or less disciplined than they needed to be. My job was to tweak the copy, improve the value framing, and make the sections feel more credible and easier to act on.



- ✓ Cleaner headline and CTA framing
- ✓ Stronger visual credibility
- ✓ More compact section logic
- ✓ Clearer card copy
- ✓ Faster scan flow
- ✓ Less generic copy
- ✓ Less filler

What this proves is that it shows landing-page judgment beyond simple build work -- spotting weak copy, improving page clarity, and cleaning AI-first sections into something more readable, more specific, and more usable.



Landing Page Deployment Across Offers

Medspa Website

B2B Website

Paul's Other Work ↗



CLINICALLY ENGINEERED. EXCLUSIVELY OFFERED.

Sick and tired of being sick and tired?

You 'Pick 6' Infusions Now Available at Yunique Medical
Clinically structured protection for cold/flu season and the holidays.

Florida's respiratory season runs long and hits during the holidays—just as travel, gatherings, and stress ramp up. The You 'Pick 6' infusions gives you a clinically structured plan to stay healthy, energized, and clear-headed when it matters most.

RESERVE MY SPOT

Deployment Highlights: Took multiple pages from concept to live build by handling structure, mobile responsiveness, CRM routing, QA, and offer-specific CTA flow across different client types. The common thread was keeping the final page clear, functional, and ready to support follow-up instead of just looking finished.



Coming Soon: Surcharge Pros

Optimize Your Payments. Maximize Your Growth.

We're almost ready to launch the NEW Surcharge Pros website — Built to help businesses Save Money, Unlock Capital, and Accelerate Growth.

OUR SOLUTIONS INCLUDE +

PITCH PATROL Need Help Now? [CLICK TO CALL](#) (214) 777-9090

Hail Damage? Get a Fast, Free Drone Inspection in DFW.

We're your insurance claim advocates. Pitch Patrol handles the entire process to get you a new, high-quality roof with minimal out-of-pocket costs.

- We handle the Insurance Claim for You
- \$0 Out-of-Pocket on Most Approved Claims
- GAF Master Elite Certified Installers

Schedule Your FREE Inspection

First Name *	Last Name *
Phone *	Email *
Problem *	
<input type="checkbox"/> As a result of this hail, I want to make immediate arrangements to replace my roof, unless an alternate plan is suggested. I need arrangements made as quickly as possible. I need professional and accurate information on amount of hail damage regardless of my policy coverage to help me make my own call on the best way to proceed.	
<input type="checkbox"/> As a result of this hail, I want to make immediate arrangements to replace my roof, unless an alternate plan is suggested. I need arrangements made as quickly as possible. I need professional and accurate information on amount of hail damage regardless of my policy coverage to help me make my own call on the best way to proceed.	

[INSURANCE INSPECTION](#)

A Stress-Free Path to a New Roof.

FREE DRONE INSPECTION We use high-tech drones to accurately document all damage and provide you with a detailed report for your claim.	INSURANCE ADVOCACY We meet the adjuster and manage all communication with your insurance company, fighting to get your claim fully approved.	EXPERT INSTALLATION Our certified crew installs your new roof to the highest industry standards backed by our lifetime workmanship warranty.
--	--	--

Services We Offer.

- | | | |
|------------------|--------------------|-----------------------|
| ROOF REPLACEMENT | COMMERCIAL ROOFING | STORM & HAIL DAMAGE |
| ROOF CLEANING | GUTTER SYSTEMS | FREE ROOF INSPECTIONS |