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RESUME · 11/18/26

GTM Engineer, Marketing | Agentic workflows marketers run themselves

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Built for you: tremendous.nickferrante.me · Passcode: BUILTFORYOU

> **You're hiring someone to build the agents your marketers run, and your posting names how that hire goes wrong: the engineer becomes the bottleneck.**
>
> For three years I was a one-person marketing department: the planner, the engineer and the marketer at once. Instead of becoming the bottleneck, I got ahead of it and built the machines for other people to run. A lead relay that took over from Zapier and hands each lead to the right agent. A daily paid-media agent that recommends and never spends. A podcast episode builder the show's host runs from his own Claude.
>
> Then I built one for you. Today a content freshness agent read 272 posts on your public blog and queued 43 suggested edits for an editor to approve or skip. Model cost: $0.41 (API-equivalent).

SUMMARY

I map the work before I pick the tool.
The freshness agent started from where the work breaks: a 295-post library that ages quietly. Every build of mine starts the same way, from a frozen spec.

The output doesn't read like AI.
Your writing guide says "End slop today." My version is a content engine that makes AI write like a person who understands the reader: a fixed chain from message to emotion to humanization, run as one command, with a gate and a ledger entry for every asset.

My tools make people faster, and a person stays on the decision.
Agents draft, recommend and queue. Anything that spends money or goes public waits for a human yes.

It's written down, so others can run it.
Every project has a handoff file that a fresh session can pick up cold, and a log of 76 dated rulings records what was decided and why.

WHAT I'VE BUILT

- **Content freshness agent** (working prototype for Tremendous, run on your public pages). Crawls the blog, flags dated statistics, has a model draft edits for the most-flagged posts, and queues each one for an editor with Approve and Skip. It never invents a number. A figure that needs a new source is marked "[current source needed]."

- **Lead relay** (took over from Zapier, 10/18/26). Leads come in from Meta lead forms and capture pages. It records consent, routes by agent and licensed state, writes each agent's Google Sheet, books on the agent's own Google Calendar, and sends email and text alerts. A never-drop queue retries failures, and server-side conversion events go back to Meta. Built for agents and recruiters.
- **Paid-media morning agent.** A scheduled agent pulls Meta stats, writes the morning brief and a change log, and recommends only. 59 daily briefs, and it has never spent a dollar on its own.
- **Campaign ROI dashboard.** Spend, leads, calls, reached and booked in one view, by ad, week and agent, with a speed-to-lead ladder.
- **Channel changes from an agent, on a human yes.** Claude changed live Meta budgets, ad sets and ads through the Meta Ads connector, one approved action at a time. Agents uploaded and scheduled video through the YouTube Data API.
- **AI ad studio.** A brief goes in. A finished, on-brand static or motion ad comes out, after brand, compliance and craft gates. About twenty minutes on its first proven run.
- **Podcast episode builder.** The host interviews with his own Claude and gets a full episode pack in two taps.
- **Also built for other people's hands:** a lead CRM (agent and manager views, Google sign-in, access by level) and guided campaign request forms with memory and a follow-up checker.
- **In one evening:** a job board database that reads 132 employer boards and 9 feeds, tiers the roles, and had an agent judge 58 postings against a rubric.

HOW THEY GET BUILT: I design and specify. Claude and Codex write much of the code. Every larger build gets a blind review from a second AI vendor before it goes live. Three AI vendors share one governed workspace, where agents claim files before they write and a router picks the model for each job.

EXPERIENCE

Health Plan Markets | Digital Marketing Specialist (Campaign, Creative and Marketing Systems)

Remote · 2023 to present

A one-person marketing department for a remote insurance-marketing company: recruiting events, social, webinars, paid media, email and SMS, video, podcast, and the systems behind all of it.

- Built the relay, CRM, dashboard, ad studio and episode builder above while running the marketing they serve.
- Ran structured paid-media tests across Meta, Google, Microsoft and YouTube: creative test cells, daily optimization, publish logs, and recorded winner and probation calls.
- Built six evergreen webinar funnels in six weeks, the whole funnel each time: landing page, email and SMS, ad creative, automation and reporting. Five launched.
- Grew the recruiting event and webinar program to roughly 5,224 registrations across 40-plus events.
- Grew the company podcast's YouTube channel past 13,000 subscribers, owning post-production, packaging and channel strategy.
- Produced the 2027 marketing line, 60-plus assets across flyers, banners, social and webinars, every one through the ad studio and its gates.
- Hired, onboarded and managed a marketing assistant; partnered with leadership and every department.

Underneath the systems: about 14 years of marketing, high-ticket sales and building companies.

MyMedicareRates.com | Marketing and Demand Generation

Approx. 2020 to 2023

- Ran campaigns, landing pages, paid social and funnels for a Medicare insurance organization. (No longer in business.)

Rolling Revenue | High-Ticket Sales

Approx. 2018 to 2020

- Sold $3,000 to $10,000 marketing services by phone, including one-call closes.

Bizfocused | High-Ticket Sales

Approx. 2018

Evolution Media and Own Your Local Market | Founder

Approx. 2012 to 2018

- Founded and ran two marketing companies: search marketing, and Facebook advertising for local businesses.

SKILLS AND STACK

Agents and workflow	Claude (Claude Code, skills, subagents, MCP connectors), Codex, multi-agent orchestration, Zapier, GoHighLevel, HubSpot, webhooks
What my systems run on	Python (FastAPI, httpx), Postgres and SQL (42 migrations behind the lead relay), TypeScript and React (Remotion), Apps Script, Git
APIs and connectors wired in	Meta Conversions API, Meta Ads connector, Google Sheets and Calendar, YouTube Data API, Resend (email), Telnyx (SMS), Fish Audio (voice)
Marketing	campaign lifecycle, funnels, paid media (Meta, Google, Microsoft, YouTube), email and SMS lifecycle, events and webinars, reporting and test design
Creative operations	AI image, video, voice and music pipelines (Magnific, Kling, Suno, Fish), Remotion motion, brand systems, Adobe and DaVinci Resolve

ONE LAST THING

My dossier has the first five workflows I'd build for you, each with a mock-up. They're mapped from the outside, so some of it will be wrong. Tell me which one hurts most this quarter. I'd pilot that one first and write the one-page doc on it in week one.

Each of the five names the marketer who runs it. None of them is me.