



AI SYSTEMS & AUTOMATION ENGINEER · DIRECTOR OF AI AND AUTOMATION · PHOENIX, AZ

BRIAN POWELL

Twenty years of finding the manual process and **building the system that runs it.**

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Remote preferred · Phoenix in-office OK

SUMMARY

AI systems and automation engineer. Designs the agents, pipelines, and platforms that run business operations, with a human gate on everything that reaches a client: reporting agents, sales paperwork pipelines, verified migrations, and a live SaaS that fixes WordPress sites. Built on twenty years in healthcare marketing, from web-to-print developer to VP of Online Marketing, founding three departments and still owning the systems underneath them.

SYSTEMS BUILT

live
SOLO SAAS, 2026

Obelisk. Multi-tenant SEO and answer-engine platform for WordPress. Audits sites, drafts fixes with Claude, writes approved fixes back to the live site and re-verifies. Next.js, Postgres, BullMQ, Docker.

16 days
51K LINES · 1,257 TESTS

Agency SEO and Ads Platform. Empty repo to production: eight data integrations, per-client dashboards, closed-loop ads engine with rollback. Replaced a paid reporting tool; 98 onboardings queued at handoff.

1d → 90m
AGENT SYSTEM

AI Report Automation. Competitive analyses, priced proposals, and strategy reviews as packaged skills with a three-tier claim-verification framework. 54 competitors verified on the first run; ~20 releases.

~2 min
QUOTE TO PACKET

Quote-to-Signature Pipeline. One shared pricing engine for browser, server, and documents, so quote, proposal, and contract figures are provably identical. DocuSign and Documenso. 44 quotes in production.

537,060
RECORDS · 0 LOST

Quickbase Liberation. Verification-gated export of 15 years of agency history (53 GB), a self-hosted searchable archive, and a schema-mapped Notion migration for 229 active clients.

0 lost
7 SITES · 4 CLEANED

WordPress Incident Response. Confirmed and remediated four compromises, traced a coordinated campaign to its entry point, and packaged the method as a reusable toolkit. Worst site: 995 file ops, zero errors.

EXPERIENCE

AFFORDABLE IMAGE / AI HEALTHCARE MARKETING · PHOENIX, AZ · 2006 TO PRESENT

VP of Online Marketing

2016 TO PRESENT

- Director of AI and Automation and acting SEO Director since 2025; the department's first SEO Director for three years.
- Top-level owner of all SEO clients: 100-plus active accounts, team of five, plus Google and Meta campaigns for 50-plus ads clients.
- Founded the website, SEO, and online ads departments and handed each to a team; managed company IT; built the CMS and project system the agency runs in.
- Owns hiring end to end, SEO pricing and packaging (\$897 to \$2,097/mo tiers with AEO and GEO line items), SOPs, and market-entry strategy.

Director of Web Development

2012 TO 2016

- Led the team that shipped 300-plus custom WordPress sites; owned standards, scoping, and delivery, then guided design to take over (400-plus since).

Web Developer

2008 TO 2012

- Personally built 300-plus client sites end to end, effectively founding the website department.

Web-to-Print Developer

2006 TO 2008

- Built the self-service web-to-print portal that sent customer orders straight to the on-site press. The first automation.

FREELANCE · SMALL BUSINESS MARKETING, AI AND AUTOMATIONS, WEB DESIGN, SEO, ADS · 2015 TO PRESENT

- Independent work for small businesses alongside the agency role: marketing strategy, AI and automation systems, website design, search, and paid ads. Builder and operator of Obelisk.

BRIAN POWELL · RESUME · SEPTEMBER 2026

EVERY NUMBER TRACES TO A WRITE-UP AT BRIANPOWELL.DEV/WORK/

BUILD

TypeScriptNext.jsReact

NodePythonPHP

PostgreSQLDrizzlePrisma

BullMQRedisDocker

Traefiknginx

GitHub ActionsCloudflare

WordPressBeaver Builder

ElementorDiviTDD

AI

Claude APIAgent skills

LLM guardrails

Spec → TDD → review → verify

Claude CodeChatGPTGemini

Maken8nZapier

GoHighLevelDocuSign

DocumensoNotion API

Browser automation

SEARCH

Technical SEOLocal SEO

Google AdsMeta AdsAEO

GEOSchemaGA4

Search Console

Conversion tracking

LEAD

Department buildingHiring

Pricing & packagingSOPs

PresalesIncident response

CERTIFIED

Claude 101 · Claude Code 101

Anthropic Academy

Google Ads Search

Google

Google Analytics

Google

STATUS

Open to conversations

AI and automation engineering, marketing engineering, technical leadership. Remote or Phoenix.