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SUMMARY

Seven years across support, outbound and operations for small remote teams, and since 2024 I have built Claude into how those businesses work. I started in BPO support and made Team Lead in six months. At Novum, an SEO agency, I ran and then led the cold email that won every client backlink, then built the agency's own cold email setup on Smartlead; 22 of my guest posts are still live under my byline or bio, on sites including ISACA and beehiiv. At Genius, a recruiting agency, I mapped every workflow, rebuilt sales and screening as a chain of Claude prompts, trained a small team on it, then ran sales and delivery alone. At Matchworks I help run sending infrastructure, build lead lists with Claude Code, and built the AI reply system; the median wait across all replies fell from 27.1 minutes in July 2026 to 5.6 in October. I write SOPs that a person and an AI agent can both follow cold.

EDUCATION

- **BS Computer Science**, Foundation University, Dumaguete · 2015–2018
- **BS Accounting**, Silliman University, Dumaguete · 2014–2015

EXPERIENCE

Go-to-Market & Revenue Operations, Matchworks · Remote · Feb 2026 – Present

An outbound lead generation agency: clients pay for qualified leads, so results come down to inbox placement and how fast and how well each prospect reply is answered. I work on both in fulfillment, on a shift that covers US business hours.

- **First response time:** built the AI reply system to learn fast which replies could go out with no one reading them. The median wait across all replies fell from 27.1 minutes in July 2026 to 5.6 in October, and the system's own replies that month took 4.5, across 2,027. 6,968 of 8,820 replies went out with no person first; of 324 read and graded one at a time after sending, 6 were marked wrong. Four checks ran before any reply could send on its own. From 27 October the founder built the next version in Langfuse on the data it gathered.
- **Difficult replies:** wrote the reply playbook from 2,892 real conversations: 24 common objections, each with an approved answer and its cautions.
- **Reply review and training:** helped move reply review off the Raycast queue I built and into Langfuse, where I review each reply's trace by hand and my notes become training data. I walked the operators through the queue myself.
- **Lead sourcing and sending:** Sales Navigator scrapes through Apify and Blitz API contact pulls, run through Claude Code; one build split the ICP into 30 searches and deduped the pull to 10,000+ companies. I help maintain the automation that provisions Microsoft 365 mailboxes and pushes them into Smartlead for warmup.
- **Day to day:** check inbox health; work the replies held for a person, most urgent first; review the Langfuse queues; pull new lead lists; QA the client portal; post an end-of-day report.

AI Content Production, with Burkhard Berger · Remote · Aug 2025 – Feb 2026

An AI content studio, where account growth depended on a steady publishing pipeline.

- **AI content:** grew an AI-generated Instagram account from 0 to 10,000 followers.
- **Day to day:** researched trends and wrote captions with Claude Code; generated and picked images in ComfyUI; queued posts in Airtable; published on schedule and tracked engagement.

Head of Recruitment (Head of Operations), Genius · Remote · Oct 2024 – Aug 2025

A recruiting agency with clients from Australia to Saudi Arabia: client companies pay for a hire, and candidates pay nothing. I trained and led a small recruiting team on my systems from January to May 2025, then ran sales and delivery alone from June, reporting weekly KPIs to the founder from August.

- **Brand Designer funnel:** from 3 June to 31 July 2025, 912 applied, 179 were assessed, 9 interviewed, 3 endorsed to the client, and 2 got client interviews.
- **Full cycle:** 5–10 sales calls and 5–10 candidate interviews a day across 5–6 open searches. Each discovery call became a Dream Candidate Profile (must-haves, red flags, sample profiles) and a job description.
- **Process mapping and SOPs:** pulled the old SOP, Slack threads, daily reports and call recordings into Notion, found where practice had drifted from the written process, and rebuilt the workflows from onboarding to offboarding as one knowledge base.
- **Claude prompt chain:** rebuilt sales as a chain of Claude Projects prompts: a pre-call lead summary from the intake form, LinkedIn and the company site; a brief and call script; the candidate profile from the discovery call transcript; and the endorsements clients read.
- **Automation:** a Typeform lead went into Notion, and Relay created the client and project in an Airtable ATS of 4 core tables with about 100 fields. Workable, Zapier and Slack moved candidates through stages, and no stage email was sent by hand.
- **Qualification and pricing:** BANT on every discovery call; I proposed an activation fee with tiered packages, and the fee started in August 2025.
- **Day to day:** prepared a brief before each sales call; ran discovery and sales calls; screened applicants against the candidate profile; updated clients; sent the founder a weekly KPI report.

Operations Manager (Client Acquisition), Novum · Remote (Cyprus) · Mar 2023 – Oct 2024

After two years on delivery, I moved to filling Novum's own pipeline: new SEO clients and guest post partners. Cold email was the main channel, and I built and ran it, reporting to the CEO.

- **Sending setup:** secondary domains with SPF, DKIM and DMARC, warmed mailboxes, and providers compared with GlockApps placement tests. I moved the agency off Sales.rocks onto Smartlead on deliverability.
- **Lists and CRM:** lists from Sales Navigator and an email-finding waterfall, and every positive reply tracked to a signed contract in a Google Sheets CRM I built, since we had none.
- **Founder-led content:** wrote nearly all of the CEO's LinkedIn posts and designed the carousels in Figma, October 2023 to June 2024. The account grew from near-empty to about 12,000 followers by my own count, one carousel reached 300,000 impressions, and it brought in about 5 qualified inbound leads a month.
- **Prospect scoring (Sep 2024):** a Python and OpenAI app I built that pre-qualified 10,000–20,000 sites overnight for Novum's and Genius's link building. A day of lead research went from 8 hours to 2–3.
- **Day to day:** checked bounces and placement across our domains; built new lists; worked replies and booked calls; ran discovery calls; scheduled the CEO's posts; kept the CRM current.

Head of Link Building, Novum · Remote (Cyprus) · Jan 2022 – Mar 2023

Novum's clients paid for rankings, and links from trusted sites drive rankings, so the outreach team's output was the product clients bought.

- **Placements:** took placements from 30 to 100+ a month on my own; once a team was hired, it averaged 150+ a month. 1,000+ backlinks delivered for clients.
- **Reply rate:** 2–3% on guest-post pitches in my March 2023 test, at 300 emails a day.
- **Day to day:** set the tools and content budget; split each client's monthly link targets across the team; reviewed lists and pitches before they sent; checked inbox health each morning; verified every placement was live before it reached a client report.

Link Builder, Novum · Remote (Cyprus) · Apr 2021 – Jan 2022

Hired to send outreach. Tracking was manual and could not keep up, so I built the system for it, and was promoted to lead the team in January 2022.

- **Tracking system:** a Sheets and Apps Script CRM for 10,000+ prospects with automatic dedup, covering 500+ emails a day across 20+ inboxes.
- **Day to day:** pulled prospects in Ahrefs; checked each site's fit; wrote and sent pitches through Pitchbox; followed up on schedule; logged it all in the CRM.

Customer Service Representative, TeleTech · Dumaguete, PH · Jan 2021 – Apr 2021

Outsourced support for a medical equipment maker: customers reported equipment that needed repair, and the job was getting a technician to it.

- **Repair cases:** handled repair cases and field technician dispatch, using troubleshooting references and templates I wrote for the hardest cases.
- **Day to day:** took the case; troubleshot it; logged the ticket; dispatched a technician; closed the case once the repair was confirmed.

Customer Service Team Lead, ECE Consulting Group · Dumaguete, PH · Nov 2018 – Jul 2020

Outsourced chat and email support for a US lender, judged on QA scores and customer satisfaction. Promoted from representative to Team Lead in May 2019.

- **Team ranking:** took an underperforming team from 15th to top 5 in three months by coaching each agent on their own numbers; QA rose from 75% to 85% and CSAT held at 4.8/5.
- **Workforce:** the company's first merit-based shift-bidding system, for 200+ employees, in Google Forms and Sheets.
- **Day to day:** worked chats and emails in order of wait; as Team Lead, watched queue levels and moved agents when it backed up, audited tickets for QA, coached agents, and took escalated customers.

CLAUDE CODE AND AI AGENTS

Claude Code is an AI assistant that works inside a computer: it reads files, runs programs and writes code from instructions in plain English. I moved to it from Claude Projects the moment it was released, and use it every day at work and in a personal operating system for my notes and tasks.

- **Skills and SOPs:** 64 skills in my own system and 107 in the Matchworks repo, and a standard for SOPs a person and an agent can both follow cold, with a check on every step and a runs log that says whether it has been tested.
- **Hooks, memory and checks:** 9 hooks, one running a writing linter I built that blocks any reply still reading as AI-written; 135 memory files and a 684-entry session log; a separate review agent and check scripts that must pass.
- **Testing and analysis:** reply A/B tests judged against success bars set before the test, and 3,607 first replies joined to booking data in Python to test whether reply speed changes bookings.

TOOLS AND HOW I USE THEM

Outreach and sales

- **Sales Navigator, Apify, Apollo, Snov.io, Findymail, Clay:** ICP scrapes, an email-finding waterfall and enrichment.
- **Smartlead, Microsoft 365, GlockApps:** sequences and warmup, on providers picked by placement tests.
- **Pipedrive, Google Sheets, Apps Script, Airtable, Notion:** client pipelines, CRMs I built where we had none, an ATS, client dashboards and SOPs.

Support, review and AI

- **Zendesk, Zoho, Looker Studio:** chat and email queues, and the team's coaching dashboard.
- **Langfuse, PostHog, Fathom:** AI reply review, session replays turned into tickets, and call transcripts.
- **Claude, Claude Code, ChatGPT, Python, Relay, n8n, Zapier:** prompt chains, agents, analysis and automations.