

# ETHAN HERNANDEZ

MARKETING OPERATIONS & AI SYSTEMS ARCHITECT  
GROWTH OPERATIONS MANAGER

Location Amarillo, Texas  
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Languages English · Spanish

## PROFILE

Systems-oriented builder who architects scalable CRM automations, AI-powered content systems, and process infrastructure inside high-volume business environments. I don't execute tasks — I design ecosystems.

My work sits at the intersection of **strategy, technology, and execution**. I thrive in ambiguous environments where I can bridge creative marketing with operational infrastructure and measurable revenue impact.

## TECHNICAL STACK

### AUTOMATION & CRM

Airtable Zapier Twilio  
Google Apps Script  
Constant Contact

### AI TOOLS

Claude ChatGPT  
AI Workflow Dev

### MARKETING & CONTENT

Facebook Business Mgr  
Instagram Business  
HTML Email Design

### OPERATIONS

Auctioneer Soft. (AAS) MacOS  
Windows

## CORE COMPETENCIES

- ▶ CRM Architecture & Pipeline Design
- ▶ AI-Powered Workflow Automation
- ▶ Marketing Campaign Execution
- ▶ Operations & Process Optimization
- ▶ Revenue & Performance Analysis
- ▶ Sales Training & Team Development
- ▶ Brand & Social Media Strategy
- ▶ Cross-Functional Systems Thinking
- ▶ Consultative Sales Strategy

## PROFESSIONAL EXPERIENCE

### Operations & Marketing Systems Consultant

Sept 2025 – Feb 2026

Assiter Auctioneers — Amarillo, TX

\$772K

REVENUE REBOUND

91%+

SELL-THROUGH RATE

+49%

AVG SALE PRICE/LOT

#### CRM, AUTOMATION & SYSTEMS

- ▶ Designed full **CRM framework in Airtable** managing consignor contacts, bidder records, and multi-channel marketing workflows across thousands of contacts.
- ▶ Built **Google Apps Script** automation tools to generate HTML email templates and streamline campaign prep — significantly cutting manual production time.
- ▶ Architected **Zapier + Twilio** touchpoints into CRM pipeline for automated follow-up sequencing and contact engagement at scale.
- ▶ Developed contact segmentation and lead tracking prototype — laying foundation for full drip campaign automation.

#### OPERATIONS & PROCESS ARCHITECTURE

- ▶ Overhauled auction lot layout and inventory flow — contributing directly to 91%+ sell-through rates across multiple quarterly auctions.
- ▶ Resolved coordination friction between yard ops and internal processing; redesigned systems improving execution consistency at scale.

#### MARKETING STRATEGY & BRAND

- ▶ Recovered dormant social accounts; established consistent publishing cadence on Facebook and Instagram for live and online auctions.
- ▶ Built structured **Constant Contact** email campaigns — auction launches, countdown sequences, and post-event engagement with branded HTML modules.

## EDUCATION

**Drafting & Interior Design**

Amarillo College  
2012 – 2014

**High School Diploma (AMTech)**

Caprock High School / AACAL  
2011

**Self-Directed Continuing Ed**

AI tool integration · CRM automation ·  
Workflow systems design · Audio  
production (Mac.E Sound Co.)

## EARLIER ROLES

- Disaster Relief Construction  
FL & Puerto Rico · 2017–18
- Nicholson Communication, Inc.  
Comm. Technician · 2016–17
- Envoy Air / American Airlines  
Ground Ops & Customer Svc · 2015–16
- Chase Bank · Teller
- Best Buy · Car Electronics Sales
- Sam's Club · Customer Assistance

*Foundational experience across operations,  
logistics, customer service, technical  
installation, and cross-functional  
coordination.*

## ADDITIONAL STRENGTHS

- ▶ Bilingual: English / Spanish (Fluent)
- ▶ Builds systems without a blueprint
- ▶ Fast adoption: AI, automation & creative software
- ▶ Strong pattern recognition & process instinct
- ▶ Thrives in ambiguity & high-autonomy environments
- ▶ Long-form strategic vision + hands-on execution

## PROFESSIONAL EXPERIENCE — CONTINUED

**Sales Consultant → Training Manager**

Oct 2023 – Sept 2025

Street Toyota & Volkswagen — Amarillo, TX

## SALES PERFORMANCE

- ▶ Sold **98 vehicles in first year** through consultative, needs-based approach — one of the strongest first-year results on the floor.
- ▶ Promoted from internet department to full sales floor role within months based on performance and customer engagement metrics.
- ▶ Built a structured referral pipeline through disciplined CRM follow-up cadence and relationship tracking.

## TRAINING SYSTEMS &amp; TEAM DEVELOPMENT

- ▶ Selected by management to design and lead new consultant onboarding — built curriculum covering product knowledge, engagement strategy, and process fundamentals.
- ▶ Created SOPs and CRM communication standards where none previously existed — reduced onboarding ramp time and increased floor-wide process adherence.

**Residential & Commercial Operations Manager**

2019 – 2023

Independent Contractor — TX · WA · Various

- ▶ Self-managed multiple concurrent renovation projects across Amarillo, Canyon, Austin, and Seattle — full ownership of scope, scheduling, subcontractor coordination, and quality control.
- ▶ Operated with complete autonomy across residential and commercial builds; developed strong instinct for deadline management and resource optimization under ambiguity.

## NOTABLE PROJECTS &amp; INITIATIVES

- ▶ **Mac.E Sound Co.** — Founded independent audio production brand; created custom promotional content for business marketing, branding, and event media.
- ▶ **Auction Marketing Overhaul** — Spearheaded the rebuilding of Assiter Auctioneers' marketing infrastructure from the ground up — social, email, CRM, and automation — working cross-functionally to ensure adoption and execution at every level.
- ▶ **Sales Training Program Design** — Built Street Volkswagen's informal onboarding curriculum without a formal mandate — pure initiative and systems thinking.
- ▶ **AI Workflow Integrati**