AJAYI PHILIP IBUKUNOLUWA

Digital Marketing Professional | AI Automation | Web Development | Systems Integration

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PROFESSIONAL SUMMARY

Digital marketing professional with over five years of experience in digital advertising, online marketing and business growth, now building AI automations, web applications and connected systems. Works across marketing, software development and AI-powered solutions, automating business workflows, integrating tools and building functional, scalable and user-friendly systems. Project work spans agentic AI, revenue operations, research technology, e-commerce and sales intake, with traceability and human review for consequential decisions.

CORE COMPETENCIES

- **Digital Marketing & Growth:** Digital advertising, online marketing, campaign strategy, paid media, lead generation, conversion tracking and business growth.
- **AI Automation:** Business process automation, AI agents, chatbots, automated systems, virtual assistants, n8n, Make.com and Zapier; human review where a decision should stay with a person.
- **Web Development:** Responsive websites, web applications, Next.js, React, TypeScript, Tailwind CSS, Node.js, Python, Supabase and PostgreSQL.
- **Systems Integration:** Email, forms, CRM, spreadsheets, messaging and reporting integrations; API and webhook architecture; Model Context Protocol (MCP).
- **CRM & Analytics:** GoHighLevel, HubSpot, Mailchimp, Google Workspace, Meta Ads, Google Analytics 4, Meta Pixel and Meta Conversions API.

PROFESSIONAL EXPERIENCE

Selected project work across AI automation, web development and systems integration.

My Personal Assistant: Agentic AI Workspace

Local agent workspace - no public URL

2026

- Built a local, Git-versioned agentic workspace with instruction, skill, tool, memory and project layers, persistent context, append-only decision logs and per-project isolation.
- Authored 35 shared skills across frontend design, architecture, Supabase and Postgres practice, Playwright testing, SEO audits, campaign strategy, paid media, conversion optimisation and technical writing.
- Connected 12 platforms through MCP, including GoHighLevel, HubSpot, Zapier, Make.com, Vercel, Figma, Notion, Resend, Google Workspace, Google Analytics, Mailchimp and Meta Ads; added PowerShell and Node.js workflow scripts.

RevenuePilot: Revenue Operations Web Application

Deployed web application - https://revenuepilot-new.vercel.app/

2026

- Built a multi-tenant revenue operations platform joining lead capture, conversations, qualification, pipeline and recorded revenue, with acquisition source preserved on every lead.
- Designed the schema, migrations, row-level security, capability-based permissions, audit trail, API and webhook architecture, and platform console; delivered with Next.js, React, TypeScript, Tailwind CSS, Node.js, Supabase, PostgreSQL and Vercel.

Scientific Research Assistant: Web Edition

Deployed web application - https://scientificresearchassistant.name.ng/

2026

- Built a structured research workflow system with a Python command-line core and a deployed Next.js web edition, modelling a study as explicit, versioned state rather than a chat.
- Implemented an approval gate, verified evidence retrieval, deterministic sample-size and power calculations, an audit trail, quality gate and document export; deployed an account-gated workspace and admin console.

Scientific Research Assistant: Folder Edition

Local folder-based research system - no public URL

2026

- Built a local edition with eleven specialist capabilities behind deterministic routing, an approval gate, immutable versions, an append-only audit trail, verified references from PubMed, Europe PMC and Crossref, and deterministic statistics.
- Built with Python 3.10+, the standard library, argparse, JSON and pytest; project state is a portable folder with no database or server, and the system operates offline with labelled fallbacks rather than invented content.

DE-RANGER: E-commerce Store and Order Operations System

Deployed store and dashboard - https://www.deranger.name.ng/

2026

- Built a pay-on-delivery storefront and phone-first operations dashboard with guest checkout, two-factor order tracking, an eleven-state lifecycle, server-side transitions, delivered-only revenue reporting and audit history.
- Built with Next.js, React, TypeScript, Tailwind CSS, Supabase, PostgreSQL, row-level security, Supabase Auth and Storage, Zod, Meta Pixel, Meta Conversions API, Google Analytics 4, Resend and Vercel; added abuse controls and content management.

Automotive Sales Intake: Email Automation Workflow

n8n workflow - no public deployment

2026

- Built a 33-node n8n workflow that captures Gmail enquiries, extracts customer, vehicle and service details, prices from an approved matrix, records to HubSpot and Slack, and routes sensitive cases to human review.
- Added inquiry IDs, tracking references, deduplication, idempotency, a Google Sheets activity log and sensitive-case routing; tested eight end-to-end scenarios.
- Built with n8n, Gmail API, Google Gemini, Google Sheets, HubSpot CRM, Slack, Google Workspace CLI and Docker.

TOOLS & PLATFORMS

Marketing & CRM: GoHighLevel | HubSpot | Mailchimp | Meta Ads | Google Analytics 4 | Meta Pixel | Meta Conversions API

AI & Automation: n8n | Make.com | Zapier | Model Context Protocol (MCP) | Google Gemini | Docker

Web, Data & Delivery: Next.js | React | TypeScript | Tailwind CSS | Node.js | Python | Supabase | PostgreSQL | SQL migrations | Row-level security | REST | Webhooks | Git | Vercel | Playwright | Vitest