

Rob Boirun

AI Systems Builder | Digital Strategy & Marketing Technology Leader

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PROFESSIONAL SUMMARY

Digital strategist and AI-native builder in SEO/SEM and growth marketing since 2002, now designing and shipping production software with AI coding agents. Directs Claude Code, Cursor, and MCP-connected toolchains to deliver full-stack platforms (lead generation, franchise training, content engines, video ad pipelines, and CRM automation) for a 70+ location franchise network and a multi-location specialty medical practice. Pairs product management discipline (PRD-first planning, checkpoint-gated builds, pilot-before-rollout) with a record of \$500K+ revenue growth, \$150K–\$350K cost avoidance, and an 86% reduction in content production costs.

AI DEVELOPMENT & PROJECT DELIVERY

- AI Coding Agents: Claude Code (Opus for architecture and planning, Sonnet for execution, subagents, custom slash commands), Cursor, GitHub Copilot, v0, Bolt, Claude Design
- Context Engineering: CLAUDE.md project briefs, lessons.md mistake logs, sequential build prompts, checkpoint-gated sessions, API-contract discovery docs, MCP integrations (Notion, Vercel, GoDaddy, Ahrefs, Canva, Zapier, vidIQ, Gmail, Google Drive)
- Product & Project Management: PRDs with user stories, decisions logs, sprint files, Notion operations hubs with function registries and access matrices, weekly executive status reports, staging-before-production, pilot-before-rollout, GitHub version control and client repo handoffs

CORE COMPETENCIES

AI Product Development | Workflow & CRM Automation (GoHighLevel) | Multi-Tenant SaaS Architecture | SEO, AEO & GEO (AI Citation) Strategy | SEM & Paid Social Funnels | WordPress Multisite at Scale | Franchise Systems & Local SEO | Conversion Rate Optimization | Content Compliance Systems | E-E-A-T Content Strategy | API Integration | Affiliate Program Management

PROFESSIONAL EXPERIENCE

Fractional Director of Digital Marketing & Technology

Fireside RV Rental | Remote | November 2025 – Present

National RV rental franchise network with 70+ locations across the United States

- Delivered \$150K–\$350K in avoided development costs through build-versus-buy analysis, redirecting resources toward proven fleet management solutions
- Saved 15–25 hours weekly across franchise operations and completed 16 major projects in the first 90 days spanning architecture, automation, and franchise support
- Run local SEO across all 70+ markets targeting top-3 map pack and organic rankings, lifting bookings ~20% on average and earning Google AI Overview citations

Custom Platforms Built

- Lead Platform: Built the RVIntake lead-generation and franchise management platform, including an RV Income Calculator that converts cold Facebook traffic into qualified RV-owner leads and a Claude-powered chatbot (FAITH) that handles network-wide lead routing, franchise identification, and location-specific bots, replacing per-location GHL AI Employee costs. Stack: Next.js 14, TypeScript, Vercel Postgres, NextAuth, Claude API, GoHighLevel API
- Learning Platform: Built the Fireside Learning Hub LMS for franchisee training and operations, with a Claude-powered AI assistant, lesson-context chat, training-deadline and coaching-call calendars, and SMS delivery. Stack: Next.js, React, Tailwind CSS, Claude API, GoHighLevel SMS

- Custom Content Engine: Built an AI content system and RV Listing System v2.0 plugin with multi-model generation, Holistic SEO and schema markup, bulk CSV import, and automatic deployment to the correct franchise subdomain, cutting content creation costs 86%. Stack: PHP, WordPress REST API, Claude, GPT-4, Gemini, and Grok APIs
- 70+ Location WordPress Management Platform: Architected and operate a Multisite network with centralized plugin and theme control, API-driven template rollouts, a Python GBP/NAP/schema audit against the Google Places API, and a Next.js automation app for market research reports and franchise screening. Stack: WordPress Multisite, Kadence, PHP, Python, Google Places API, Next.js, Make.com
- GHL Automation Workflows: Designed a tiered GoHighLevel snapshot for network-wide deployment covering speed-to-lead, missed-call text-back, pre- and post-trip sequences, review requests, nurture and win-back, negative-review alerts, lead assignment routing, and daily owner summaries, plus Wheelbase-to-GHL contact sync. Stack: GoHighLevel, Zapier, Google Sheets, Twilio
- FireBot Operations Platform: Architecting an AI operations layer for corporate staff with a function registry, access matrix, background workflows, and a daily briefing agent. Stack: Next.js, Clerk, PostgreSQL, Inngest, Vercel, Notion
- Corporate Visibility Dashboard: Unified Wheelbase, GoHighLevel, and RV share platform data for leadership. Stack: Retool, Supabase, n8n

Marketing Director (Contract)

Multi-location specialty medical practice | Remote | 2026 – Present

Minimally invasive outpatient specialty clinic; engaged through PopNet Media

- Own the patient-acquisition funnel from ad click to booked appointment to show rate
- Video Ad Generation Platform: Built a content engine that turns provider footage into compliant ad and short-form assets, using verbal-slate transcription for searchable edit indexing, an automated caption and splice layer, rubric-based clip scoring, and a human-gated claims compliance system that sources claims only from approved pages. Stack: Claude API, Whisper, FFmpeg, Remotion
- Meta Ad Analysis System: Built the weekly creative analysis and packaging workflow (cleared clips, content IDs, approved copy, angle briefs, do-not-say lists) that feeds Meta ad production, with content-ID and UTM attribution tied back to CRM and reporting. Stack: Meta Ads, Claude API, UTM/Content ID tracking
- GoHighLevel Integration: Designed a four-workflow power dialer (new leads, appointment pending, no-answer follow-up, call routing), AI qualification and booking agent controls, and persistent attribution tagging across two sub-accounts. Stack: GoHighLevel
- Launched a GEO scoreboard tracking nine patient-style prompts across five AI engines monthly, own Google Business Profile strategy, and scoped an exact-match Google Search pilot with defined kill criteria

Founder & Principal Consultant / Co-Founder, HSVAGI

PopNet Media LLC & HSVAGI (Huntsville AI Automations) | Owens Cross Roads, AL | 2002 – Present

AI-Built Products

- RedstoneArsenalJobs.com: Launched a defense job board for the Huntsville corridor tracking 1,400+ listings from federal sources and 575+ contractor profiles, with clearance filtering, an AI resume analyzer, ATS optimizer and builder, AI interview prep, employer-side AI candidate scoring, and paid Pro and job-posting tiers. Stack: Next.js, Vercel, Claude API
- RocketCity.cc: Built a free browser-based 3D flight game across eight cities rendered from Google Photorealistic 3D Tiles, with races, missions, leaderboards, 3,700+ mapped camera locations, and advertiser storefronts. Stack: Vite, JavaScript, Three.js, 3DTilesRendererJS, Vercel
- FireRank (rocketagent.app): Completed Phase 1 of a white-label AI content and reputation platform for outdoor hospitality, with a 7-stage editorial pipeline, 5-dimension content scoring, AI rewriting, GBP review sync, and social and email generation. Stack: Next.js 14, Supabase (RLS), n8n, Stripe, Claude API
- CoverDrop.co: Built Phase 1 of a SaaS for insurance agents that automates co-branded open-house flyers with QR lead capture and zip-code territory exclusivity, driven by seven spec documents and eight sequential Claude Code build prompts. Stack: Next.js 14, Supabase, Firecrawl, Puppeteer, Resend, Stripe

- Local Lead-Gen Portfolio: Building Huntsville-area service and niche sites (rocketcitygenerators.com, tennesseevalley-docks.com, northalabamaturf.com, cmmcdashboard.org) from a documented build playbook. Stack: Astro 5, Next.js 15, Tailwind CSS, shadcn/ui, Supabase, DataForSEO
- Business Automations: Hourly Apps Script pipeline parsing league registration emails into a live roster (67+ registrations processed hands-free); CLI publisher running sheet rows through research, draft, and QC model calls into WordPress drafts; map-pack rank grid WordPress plugin. Stack: Google Apps Script, Node/Python, Claude API, WordPress REST API, DataForSEO

Digital Marketing & Web Properties

- Developed SEM campaigns yielding \$100K+ (Zoolz) and \$200K+ (SkyHubCloud) in new business within months of launch
- Founded, scaled, and exited multiple content properties including CrabgrassLawn.com, ToolAssociate.com, Reviewster.com, and Dragify.com; featured in Business Insider (2022) for a \$178K website flip
- Built and managed 40+ WordPress websites monetized through affiliate marketing and direct sales; recruited 500+ affiliate partners for niche eCommerce brands
- Deployed lead-generation landing pages and email campaigns producing 35%+ conversion lifts and 18% open rate growth
- Consulted for Bankrate.com, TSICO, and BlockandCompany.com on SEO and performance marketing

Director of SEO/SEM/Social

Internet Wholesalers, Inc. | May 2012 – November 2012

- Managed SEO for 10,000+ SKUs across WallpaperWholesaler.com and BlindsMax.com and a \$1,000/day Google Ads budget, optimizing ROAS and cost per acquisition
- Launched a CJ.com affiliate program growing to 500+ active affiliates; built long-tail blog and content frameworks

SEO Consultant / Web Strategist

EdwinWattsGolf.com | July 2009 – January 2011

- Led a comprehensive SEO transformation (technical audits, content strategy, link building) driving \$500K+ in attributable new revenue
- Orchestrated email marketing to 100,000+ subscribers, improving retention and click-through rates

TECHNICAL SKILLS

Frameworks & Languages: Next.js 14/15 (App Router), React, React Native (Expo), TypeScript, JavaScript, Astro, Three.js, Tailwind CSS, shadcn/ui, MagicUI, PHP, Python, Flask, HTML/CSS, MDX

Data & Infrastructure: Supabase, PostgreSQL, Neon, Prisma, SQLite, Cloudflare Workers/D1, Vercel, Vercel KV, Clerk, NextAuth, Stripe, Resend, Inngest, Trigger.dev, GitHub, REST APIs, webhooks

AI & Automation: Claude API (Opus, Sonnet, Haiku), OpenAI, Gemini, Grok, Whisper, n8n, Zapier, Make.com, Google Apps Script, GoHighLevel, Firecrawl, Crawl4AI, Retool

Media & Content: Opus Clip, FFmpeg, Remotion, Creatify, vidIQ, WordPress Multisite, WooCommerce, Payload CMS

SEO & Analytics: GA4, Search Console, Ahrefs, SEMrush, BrightLocal, DataForSEO, Google Places API, CallRail, schema markup, AEO/GEO citation tracking, A/B testing

EDUCATION & CERTIFICATIONS

Computer Specialist Coursework – Palm Beach State College

CompTIA A+ and Network+ Certifications

Ongoing Professional Development: Affiliate Summit, SMX, SEO/Marketing Conferences