

Michael Mckerracher

Coldstream, BC | Remote | (416) 998-4422 | michael.mckerracher@gmail.com

Marketing Engineer | AI Workflow Transformation | GTM Systems

Professional Summary

Marketing engineer and AI workflow transformation lead with experience building marketing systems, data pipelines, automation infrastructure, and AI-enabled operating models across enterprise and high-growth environments. Specialize in embedding with marketers and client teams, diagnosing repeatable workflows, building custom AI tools and agents, and coaching teams from first AI wins to repeatable AI-first execution. Hands-on with Claude Code, OpenAI Codex, custom MCP servers, REST APIs, HubSpot, Apollo.io, Zapier, and agentic reporting workflows.

Core Capabilities

- AI Workflow Transformation
- Forward-Deployed Marketing Enablement
- Custom Claude Skills & Agentic Workflow Design
- AI-Powered GTM, Outbound & Content Systems
- Marketing Automation & Data Pipeline Engineering
- Lead Enrichment, Classification & Scoring
- API Integration, MCP Development & Custom Tooling
- HubSpot, Apollo.io, Zapier, REST APIs, Claude Code, OpenAI
- AI Training, Adoption & Team Enablement
- Marketing Reporting, Dashboards & Performance Systems
- Cross-Functional Stakeholder Partnership
- Executive Communication & Change Management

Experience

Fountainhead.ai

GTM Engineer & Co-Founder / AI Workflow Systems Lead | 2025 - Present

- Built and operated internal AI GTM infrastructure spanning outbound acquisition, lead enrichment, content production, client reporting, task management, and campaign experimentation.
- Embedded with clients to diagnose repeatable marketing workflows, identify high-leverage automation opportunities, and turn manual processes into reusable AI-enabled systems.
- Architected an AI-powered outbound acquisition engine using Apollo.io, Instantly, and LLM-generated personalized sequences, driving 500% revenue growth within 3 months of launch.
- Built external-facing AI workflow systems for brands, helping clients accelerate SEO, AEO, content production, reporting, and campaign execution through custom automations, structured playbooks, and AI-assisted operating processes.
- Engineered custom Claude skills that compressed multiple marketing tasks into single workflows, combining Google search, SERP data, keyword volume, keyword difficulty, brand audits, and automated fact-checking to produce research-backed, brand-aligned content without manual handoffs between tools.
- Designed multi-source data integration pipelines connecting SERP, SEO, web, and CRM data through Zapier and REST APIs, enabling dynamic lead enrichment, classification, ICP scoring, and precision targeting at scale.
- Built a content-at-scale pipeline using Claude API and OpenAI Codex, producing 1,000+ SEO-optimized posts and landing pages alongside 2,000+ personalized cold outreach touchpoints across acquisition campaigns.
- Developed custom MCP servers and Claude Code agents to automate task management, marketing workflows, reporting pipelines, and repeatable GTM operations.
- Improved client retention by 300% through automated service delivery reporting, structured client communication workflows, and real-time performance dashboards.
- Converted successful one-off automations into reusable tools, templates, and playbooks that could be adapted across clients, campaigns, and marketing use cases.

Vertical City, Edmonton

Product Marketing Manager | August 2022 - Present

- Led company-wide AI enablement, including custom Claude skill development, Claude workflow design, agentic process training, and practical adoption support for non-technical teams.
- Built internal AI-assisted workflows for content creation, campaign reporting, media distribution, stakeholder communications, and recurring marketing operations.
- Partnered with leadership and cross-functional teams to identify manual communications and marketing processes that could be accelerated through AI, automation, and structured workflow redesign.
- Designed and executed integrated communications strategies across digital and physical channels to expand brand reach and stakeholder engagement.

- Produced executive messaging, presentations, newsletters, websites, and social content, using analytics to refine messaging and improve campaign performance. OLG, Toronto

Senior Manager, Customer Experience Design | May 2019 - August 2022

- Directed cross-functional customer experience and communications initiatives across Product, IT, Marketing, and Operations for launches spanning 10,000+ retail touchpoints and digital platforms.
- Established and scaled design thinking frameworks adopted across the organization, enabling teams to diagnose user needs, prototype solutions, and improve service delivery.
- Conducted user research, stakeholder interviews, and journey mapping to shape customer experience strategy and inform marketing, product, and communications decisions.

OLG, Toronto

Digital Integration Manager / Brand Manager, Retail Marketing / Manager, Digital Signage | June 2015 - May 2019

- Led digital marketing, retail messaging, and signage initiatives across OLG's retail network, ensuring consistent communications across 10,000+ locations.
- Designed and launched interactive retail digital experiences, incorporating customer feedback, user testing, and performance data to improve engagement and adoption.
- Analyzed consumer data to create a retail content framework that contributed to an 11% increase in same-store sales.

TD, Toronto

Associate Manager, Retail Marketing | July 2012 - June 2015

- Developed digital merchandising and in-branch marketing strategies for TD's retail network, partnering with agencies, vendors, and cross-functional teams to improve customer engagement.

Education

Honours Bachelor of Arts in Communication, Culture, and Information Technology

University of Toronto | 2010 | Specialization in Digital Enterprise Management

Technical Skills

AI & LLM Tools: Claude Code, OpenAI Codex, ChatGPT, Claude custom skills, MCP development, MidJourney, Runway.ai

Automation & Integration: Zapier, REST APIs, HubSpot, Apollo.io, Clay, custom workflow development

Analytics & Insights: Google Analytics, SEMrush, Ahrefs, Tableau basics

Digital Platforms: WordPress, Webflow, Drupal, Mailchimp, Canva

Project & Collaboration: Linear, Asana, Trello, Agile, design thinking, Microsoft Office, Teams, Zoom