

WALTER RINES

MarTech Engineer | Marketing Automation | AI Workflow Automation

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Portfolio: walt-rines-portfolio.pages.dev | crimsonedgeventures.com

PROFESSIONAL SUMMARY

MarTech engineer and marketing automation builder with 30+ years shipping growth systems, from a pioneering enterprise email platform (TargetMail, \$20M in venture funding) to modern AI-enabled marketing stacks. I design, build, and own the marketing technology stack for growing companies: marketing automation, AI workflow automation, CRM, data pipelines, attribution, and reporting. The toolset follows the goal: n8n, GoHighLevel, and Cloudflare for speed; Salesforce Marketing Cloud, Segment, BigQuery, and Databricks when the business needs enterprise scale. Currently leading the MarTech and AI build for a 29-state home-services organization. Seeking a builder role at a growing company - Marketing Automation Engineer, MarTech Engineer, or Marketing Operations Lead. Remote or Tampa, FL.

CORE COMPETENCIES

Marketing Automation & CRM: n8n, GoHighLevel (GHL), Salesforce Marketing Cloud (SFMC), HubSpot, Marketo, ActiveCampaign, email/SMS, lifecycle automation, lead management, webhooks, REST APIs

AI & Workflow Automation: agentic AI, multi-agent systems, LLM orchestration and model routing (GPT, Claude, Gemini, open-source), scheduled jobs, human-in-the-loop controls, prompt engineering, AI-assisted development

Data & Analytics: Google BigQuery, Databricks (Unity Catalog), Fivetran, ETL/ELT, Segment CDP, reverse ETL (Hightouch/Census), SQL, PostgreSQL, MySQL, Supabase, Cloudflare D1, Looker/LookML, Looker Studio, Tableau, GA4, attribution, CAC/CPL, KPI dashboards, dimensional modeling, data governance

Development & Cloud: Python, JavaScript/TypeScript, HTML/CSS, Cloudflare Workers/Pages, serverless functions, Git/GitHub, VS Code

Advertising & Growth: Meta Ads, Google Ads, paid media data, Meta Pixel/CAPI, conversion funnels, landing pages, webinar funnels, CRO, A/B testing, media buying, lookalike audiences, ROAS, campaign optimization, affiliate programs

PROFESSIONAL EXPERIENCE

VP MARKETING / MARTECH & AI SYSTEMS LEAD (CONTRACT)

Magnetic Energy LLC | Remote / Multi-State | workwithmagnetic.com | June 2025 - Present

- Own the marketing technology and data stack end-to-end for a 29-state solar, roofing, HVAC, and real-estate organization: architecture, build, automation, analytics, and operations.
- Built an API-driven marketing data platform integrating Meta Ads, GoHighLevel, n8n, ViciDial, CallTools, Cloudflare Workers/Pages/D1, Supabase/PostgreSQL, MySQL, and Google Workspace.
- Automated ETL/ELT workflows with n8n, Python, and JavaScript: REST APIs, webhooks, scheduled collectors, backfills, reconciliation, and monitoring across advertising, CRM, telephony, and analytics platforms.
- Engineered a modern cloud data platform with Fivetran into BigQuery and Databricks (Bronze/Silver/Gold lakehouse, Unity Catalog), Looker/Looker Studio semantic reporting, and reverse ETL activation (Hightouch/Census) to Salesforce Marketing Cloud.
- Built a custom ViciDial agent workspace (/agc-next) with pause/resume, transfer, lead intake, and 14-hour session handling, plus an AI call-intelligence suite: transcription, quality scoring, and agent/management views.
- Implemented conversion and attribution infrastructure connecting Meta Pixel/CAPI events, lead forms, CRM contacts, opportunity stages, appointments, follow-up activity, and campaign performance reporting.
- Designed and operated agentic AI systems with commercial and open models: specialized agents, tool integrations, model routing, scheduled jobs, and human-in-the-loop controls for marketing, operations, support, and analysis.
- Delivered cloud-hosted KPI and audit dashboards (spend, leads, CPL, true CPL, hourly performance, follow-up) with data-quality checks and direct source-to-dashboard validation.

FOUNDER & PRINCIPAL MARTECH / AI CONSULTANT

Crimson Edge Ventures LLC | Las Vegas, NV / Remote | crimsonedgeventures.com | March 2023 - Present

- Fractional MarTech and AI consultancy for small and mid-sized businesses: marketing automation, agentic AI, workflow automation, analytics, and full-funnel growth strategy.
- Design AI systems that fit existing business software: models, agents, APIs, and data sources connected to marketing, HR, accounting, fulfillment, content, and customer-engagement workflows.
- Build modular multi-model workflows with GPT-family models, Claude, Gemini, and open-source models: retrieval/context systems, scheduled execution, monitoring, and fallback routing.
- Build data collectors, automation scripts, and dashboards using AI-assisted development in Python, JavaScript/TypeScript, SQL, and cloud functions.
- Prior client campaigns with published, hard-number case studies: booked calls at \$20 vs. a \$200 target, 1,553 buyers in 30 days at \$76 each, and 4x-ROAS funnels (details linkable from walt-rines-portfolio.pages.dev).

CHIEF MARKETING OFFICER

Trade House Funds | Boca Raton, FL | February 2025 - Present

- Architected digital marketing transformation for a prop-trading firm: AI-powered content, automated workflows, campaign analytics, affiliate programs, and real-time KPI reporting.
- Built affiliate and influencer programs contributing 35% of qualified lead volume.

CLIENT SUCCESS MANAGER LEAD

321 Media | Orlando, FL | March 2025 - May 2025

- Led strategic client success for premium fractional-marketing services; managed a \$45K MRR portfolio, delivering a 35% ROI improvement and 45% gain in management efficiency.
- Designed conversion funnels and CRM automation for high-ticket education and financial products; supervised creative and multi-platform deployment across Meta and Google Ads.
- Maintained zero churn through proactive communication, performance analysis, and strategic guidance.

VP, GROWTH & BUSINESS DEVELOPMENT

Apollo Eleven, Inc. | Remote | March 2022 - December 2022

- Directed cross-functional growth teams and AI-augmented marketing strategies for SaaS clients; built alliances that increased client acquisition 27% and improved retention.
- Orchestrated marketing-automation implementations and automated campaign-testing protocols for enterprise clients.

FOUNDER / CEO

Online Business Solutions LLC | Florida | January 2017 - September 2021

- Built e-commerce and consulting businesses across Shopify, Amazon, and eBay; managed integrated PPC, email, SMS, CRM, and lifecycle strategies across Google, Meta, Pinterest, YouTube, TikTok, and LinkedIn.

FOUNDER / CEO

GTMI / TargitMail.com | 1997 - 2001

- Built a pioneering enterprise email-marketing technology platform, secured \$20M in venture funding, and scaled the organization to 120 employees.
- Led product development, data-driven marketing strategy, operations, and enterprise growth during the commercialization of the internet.

TECHNICAL SKILLS & LONG-TAIL KEYWORDS

ViciDial, CallTools, Asterisk PBX, dbt/Dataform, Meta Pixel/CAPI, digital advertising data, star/snowflake schema, fact and dimension tables, status schemas, metadata and naming conventions, query/storage/cost optimization, semantic models, funnel and cohort analysis, data validation, reconciliation, backfills, monitoring, exception handling, LookML, Cloudflare D1, Supabase, reverse ETL, scheduled collectors, serverless functions, conversion rate optimization (CRO), A/B testing, landing page funnels, webinar funnels, video sales letters (VSL), lookalike audiences, media buying, ROAS, lead generation, call tracking, appointment setting, PPC, marketing ops, marketing automation developer, Zapier, Make, campaign management, funnel building

SELECTED CAREER ACHIEVEMENTS

- Raised \$20M in venture capital and scaled a marketing-technology company to 120 employees.
- Built and managed ventures producing \$1M+ in annual revenue and portfolios exceeding \$45K MRR.
- Published 7+ client case studies with hard numbers - CPA, ROAS, and revenue outcomes documented and linkable from walt-rines-portfolio.pages.dev.
- Bridge three disciplines usually kept separate: data/technology architecture, AI and automation implementation, and accountable marketing leadership.

PROFESSIONAL REFERENCE

References available upon request.