Dear Hiring Manager,

I've spent the last decade+ building, automating, and rescuing WordPress sites — while hacking together AI and no-code tools to make marketing move faster. I love systems that scale, creative experiments that break things (then get rebuilt better), and workflows that make you say, *"Wait, how'd you do that?"*

At my projects like **CraftLiquids.com**, I've used GPT-4, Python, and WordPress REST APIs to automatically generate SEO-optimized Q&A content and structured data that's now driving **800K+ monthly views** and ~15K unique visitors — all from LLM-powered automation. I've integrated **Zapier, LLMs, and custom scripts** to pull data, generate new pages, and enrich listings without touching much code. The result: a dynamic content engine that continuously grows itself.

Before that, I managed websites for agencies and startups — juggling client demands, version rollbacks, and rapid prototyping (sometimes all before lunch). I've also led crowdfunding campaigns that raised over **$400K** and helped bands and small businesses expand their digital footprint.

What excites me about marketing is a *bias toward action* and obsession with building. I'm most at home in that space — the messy middle between marketing, automation, and product — where ideas become MVPs overnight. Whether it's spinning up a custom GPT for ad copy, an AI workflow for lead enrichment, or automating campaign QA, that's the kind of fast-moving, high-impact work I love.

If you're looking for someone who can experiment boldly, prototype quickly, and build growth systems powered by AI — while keeping the "vibe" authentic — I'd love to help fuel your next phase of hypergrowth.

Always Learning,
Joel Gratcyk

Professional Nerd / Growth Hacker

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Joel Gratcyk

Growth & Automation Marketer | AI + No-Code Builder | WordPress Technologist

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EXPERIENCE

Full Pour Media, Denver, CO —
WordPress Developer & Automation Consultant

June 2024 -PRESENT

Automated data cleaning, lead tracking, and performance reporting pipelines for client sites. Developed WordPress plugin prototypes integrating **LLMs**, APIs, and structured schema for SEO and discoverability.

Fried Egg Burger, Chicago, IL —
Founder + WordPress Expert

June 2020 -PRESENT

Created and maintained over 50 small business and nonprofit websites. Built custom no-code tools connecting HubSpot, Customer.io, and WordPress via APIs. Managed content strategy, SEO, and growth campaigns; improved client lead generation by 40%+.

CraftLiquids.com, Chicago, IL — *Writer*

January 2025 - PRESENT

Built a large-scale craft beverage directory powered by AI content generation and automation. Integrated GPT-4 and REST API endpoints to create auto-updating listings and regional Q&A pages.

Scaled to **800K+ monthly views** and **15K unique visitors** in under 6 months with zero paid ads.

1909 Digital, Indianapolis, IN — *Contract Website Manager*

October 2020 - November 2021

Worked face-to-face with clients at this small startup agency making sure their websites were seen, loaded quickly, and exceeded expectations.

PROJECT HIGHLIGHTS

Five Iron Frenzy Kickstarter Campaigns — Raised $409,000 across two campaigns (2013 & 2020).

AI Content & Automation Stack — Designed an internal LLM workflow integrating GPT-4, Zapier, Python, and WordPress REST API for auto-generated content and metadata enrichment.

SUMMARY

Creative growth marketer and builder who blends automation, AI, and storytelling to drive audience growth. 10+ years managing and scaling websites, campaigns, and workflows using tools like GPT-4, Zapier, Python, and WordPress. Experienced at prototyping fast, experimenting boldly, and turning messy data into meaningful results.

SKILLS

WordPress Plugins/Themes

Client Communications

Interpersonal Skills

Content Management Systems

Customer Service

Search Engine Optimization

Artificial Intelligence (AI)

Large Language Models (LLMs)

Content Strategy

Content Editor

Copywriter

HTML/CSS, XML, Python

MySQL, Javascript, and more!

EDUCATION

College of DuPage, Glen Ellen, IL —
A.A.S. Marketing