Daniel Korrie

AI Automation Specialist | Sales & Marketing Systems

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SUMMARY

AI automation specialist who builds AI-powered prospecting and marketing workflows for sales and marketing teams. Built a multi-agent Python pipeline that processes each prospect in about 35 seconds, and a daily AI briefing estimated to save a nonprofit CEO about an hour each morning. Combines Python and API integration experience with a background in B2B sales, digital marketing, and web development.

EXPERIENCE

Business Development & Sales Automation (Contract) | Manna Origins, Gridley, IL — May 2026 to Present

- Built an eight-stage Python prospecting pipeline for a direct-trade coffee importer, integrating Google Places, Apollo, Gmail, and Notion to automate lead discovery, research, outreach, and CRM handoff.
- Combined three Claude-powered agents (research, email drafting, reply-sentiment analysis) with rule-based Python stages, including deterministic YAML scoring on a 0 to 100 scale across three fit tiers, to keep cost per prospect predictable.
- Validated the workflow manually against 192 prospects, then automated processing to about 35 seconds per prospect; a 37-prospect pilot identified 14 Tier-1 fits.
- Implemented per-agent error isolation, retry queues with stored error payloads, database-level deduplication, structured logging, and run-level success and failure summaries.
- Designed a multi-client architecture with per-client SQLite databases, logs, and YAML config; a learning module suggests improvements from performance data but never applies them automatically.

AI Automation & Marketing Systems Consultant | Freelance, Indianapolis, IN — May 2024 to Present

Elevate Indianapolis (nonprofit, 30-person team)

- Implemented a daily AI briefing for the President & CEO by connecting Claude to Gmail, Slack, and other approved tools through MCP integrations; used every day and estimated to save him about an hour each morning.
- Built a content workflow that drafts brand-aligned blog posts, newsletters, and social posts from a single brief, using a voice guide drawn from the organization's newsletter archive.
- Created a Claude Design workflow that routes plain-language requests to the right branded templates, so non-design staff can produce social graphics.
- Documented system specifications, operating procedures, and handoff guidance so staff can run each workflow independently.

Other clients

- Developed Webflow and WordPress websites and landing pages, implemented on-page SEO, and built or audited Google Ads campaigns.

Carrier Account Manager | Spot Freight, Indianapolis, IN — July 2021 to March 2024

- Made 80+ outbound calls a day to recruit carriers, averaging about five new carrier accounts per week.
- Managed 30 to 40 active carrier relationships, setting expectations and resolving operational issues.

QA Tester | Cummins Inc., Indianapolis, IN — June 2017 to August 2017

- Tested web pages, identified errors, and documented feedback so releases met quality standards.

EDUCATION

B.S. Marketing/Systems | Taylor University, Upland, IN — May 2021

Coursework: Information Systems Analysis, Fundamentals of Systems and Computing, Interactive Web Page Design, Digital Marketing

SKILLS

AI & workflow automation: Multi-agent pipelines, LLM integration (Anthropic SDK), prompt engineering, human-in-the-loop design, AI enablement and training

Programming & integrations: Python, REST APIs (Google Places, Apollo, Gmail, Notion), SQLite, YAML configuration, error handling, retries, logging

AI tools: Claude, Claude Code, Claude Design, ChatGPT, MCP integrations

Sales & business systems: Lead generation, prospect research, lead scoring, Notion, Trello, Microsoft Outlook

Marketing & web: Google Ads, Google Analytics, Webflow, WordPress, on-page SEO, AEO, Figma, Canva