SHANNON BIRCH

AI Implementation Specialist & Automation Developer

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Portfolio: plantbased-balance.org

TECHNICAL SUMMARY

Innovative Developer and Business Operator with a focus on Applied AI and Process Automation. Successfully leveraged advanced AI tools (Cursor, Large Language Models) to architect and build a complex, full-stack online coaching platform. Expertise in integrating disparate systems via webhooks and APIs to create seamless user experiences, developing custom AI chatbots for client engagement, and automating high-volume administrative workflows. Passionate about bridging the gap between operational needs and cutting-edge AI solutions.

TECHNICAL PROJECTS & EXPERIENCE

Founder & Lead Developer *2020 - Present*

Plant Based Balance (formerly Coco's Personal Training)   Remote / Australia

Founder of a successful fitness brand, evolving from a boutique studio (Coco's Personal Training) to a scalable, tech-driven online platform (Plant Based Balance).

- **AI-Driven Development:** Utilized Cursor and advanced LLM prompts to write, debug, and deploy a full-stack web application, accelerating development cycles considerably.
- **Workflow Automation:** Designed and implemented end-to-end automation pipelines using Zapier and webhooks. Automated the user journey from Stripe payment to account provisioning in Trainerize, eliminating manual entry.
- **Custom Chatbot Integration:** Developed specific AI agents/chatbots to handle client check-ins and provide real-time feedback, significantly improving client engagement and scaling coaching capabilities.
- **Backend Integration:** Built custom backend logic to process webhooks, manage subscription states, and trigger specific user flows based on purchase data.
- **Review Analysis Bot:** Engineered an automated system to parse client check-ins and generate performance reviews, reducing administrative time by 80%.
- **Business Operations:** Managed all aspects of the business lifecycle, from initial studio launch and client acquisition to the strategic pivot towards a digital-first model.

TECHNICAL SKILLS

AI & Machine Learning Application

- LLM Prompt Engineering & Context Management
- AI-Assisted Coding (Cursor, Copilot)
- Chatbot Development & Integration
- Automated Content Generation

Development & Automation

- Web Development (HTML, CSS, JavaScript)
- API Integration & Webhooks
- Workflow Automation (Zapier, Stripe API)
- Platform Integration (Trainerize, Payment Gateways)

EDUCATION

Bachelor of Exercise Science *2011 - 2014*

Griffith University   Southport, QLD