

# Joshua Gatewood

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*Systems thinker designing marketing infrastructure so creative ideas can scale.*

## SKILLS

**Systems & Process Design:** Funnel audits, process mapping, documentation (Miro)

**Automation & Integrations:** n8n, Make, Zapier, webhooks, OpenAI API (LLM workflow integrations)

**Marketing Operations (HubSpot):** CRM architecture, data hygiene, lifecycle stages/segmentation, lead routing, pipeline reporting

**Analytics & Reporting:** GA4, Looker Studio, Google Sheets, KPI dashboards, Coefficient (data sync)

**Technical Tools:** JavaScript/TypeScript (basic), GitHub, Cursor, Claude Code

**Certifications:** Google Analytics, Google Digital Marketing, HubSpot (Social + Sales)

## EXPERIENCE

### Marketing Operations Intern | [Gauntlet AI](#)

Hybrid – Austin, TX | 06/2025 - 12/2025

- Conducted a full-funnel audit across website, HubSpot CRM, and messaging to identify conversion bottlenecks; delivered an operational roadmap that contributed to **2x pipeline growth** across Challenger and Hiring Partner segments.
- Built offer-specific funnel flows to reduce buyer confusion and clarify value propositions by segment.
- Resolved **4,400+ data issues** in the company's HubSpot CRM through a systematic cleanup process; established durable data hygiene protocols to improve reporting accuracy and automation reliability.
- Automated reporting using Google Sheets + Coefficient to sync HubSpot and GA4 data in near real time, increasing visibility for data-driven decisions.
- Built an automated content production workflow (intake → processing → publish-ready assets) that increased output 3–5x while reducing manual steps.
- Built a competitive ads intelligence system analyzing **100+ ads across 18 companies** in **5–7 days**, producing campaign planning insights.

### Social Media Manager | HOME (Hispanic Organization of Mortgage Experts) Remote | 04/2025 - 06/2025

- Built platform-specific content strategies for LinkedIn, Facebook, and Instagram, increasing engagement by 25% in the first 30 days.
- Created AI-assisted workflow to automate content creation, repurposing, and scheduling across platforms, reducing production time by 40%.

### Social Media & Brand Manager | Adrian College Men's Rugby

Adrian, MI | 08/2023 - 05/2024

- Built a digital presence from scratch attracting 2,000+ followers and generating 75 recruitment calls in one season, contributing to a record 30-player freshman class.
- Built AI chatbot using OpenAI API and GoHighLevel that automated lead qualification, converting 10 new D1 recruits in two months.

### Content Creator | YouTube

Remote | 09/2024 - Current

- Publish educational content on marketing automation, AI systems, and scalable workflows.

## EDUCATION

### Bachelor of Business Administration (Marketing) | Adrian College

Adrian, MI | 01/2022 - 05/2025

Former D1 Rugby Player | Eagle Scout

## PROJECTS

- Gatewood Digital:** Built a B2B marketing automation agency; created end-to-end lead gen + qualification systems using Make, Instagram API, ManyChat, and AI chatbots.
- Detroit Tradesman RFC Website:** Rebuilt the club website using TypeScript; shipped a modern responsive site with team management features.