

# Marketing Automation Platform Developer - AI-Leveraged Development

## Position Overview

**Job Title:** Senior Marketing Automation Platform Developer

**Project Type:** Fixed-price contract with milestone-based compensation

**Timeline:** 2-3 weeks (21 development hours)

**Work Style:** Remote, AI-assisted development with modern tooling

## Project Summary

Build a comprehensive standalone marketing automation system that delivers immediate business value through human-controlled interfaces while maintaining architecture for future AI integration. This platform will manage multi-channel campaigns, automate lead qualification, and provide complete marketing operations through a unified interface.

## Key Responsibilities

### Platform Development

- Develop FastAPI backend with PostgreSQL database for marketing automation
- Create responsive React dashboard for campaign management and analytics
- Integrate multiple marketing platform APIs (Google Ads, Facebook, LinkedIn, HubSpot)
- Implement real-time performance tracking and optimization systems
- Build automated email sequences and social media outreach capabilities

### AI Integration Architecture

- Implement standardized API endpoints for future AI orchestration integration
- Develop message handling systems with priority queuing and error recovery
- Create feature flag systems for capability negotiation with AI systems
- Build dual-mode operation (human control / AI orchestration) with seamless switching

### Business System Integration

- Connect lead qualification systems with CRM platforms for automated handoff
- Implement complete revenue attribution tracking from marketing campaigns to sales
- Develop automated reporting systems with customizable business intelligence
- Create conversion optimization tools with A/B testing frameworks

## Technical Requirements

## Core Technologies

- **Backend:** FastAPI, PostgreSQL, Docker containerization
- **Frontend:** React with TypeScript, responsive design
- **APIs:** Google Ads, Facebook Ads, LinkedIn Ads, HubSpot, ChatGPT
- **Development Tools:** Cursor IDE, Claude Projects, GitHub Copilot, v0.dev
- **Deployment:** CI/CD pipelines, automated testing, production monitoring

## Marketing Platform Expertise

- Experience with advertising platform APIs and campaign management
- Understanding of marketing automation workflows and lead nurturing
- Knowledge of CRM integration patterns and revenue attribution
- Familiarity with email marketing automation and social media APIs

## AI Development Tools

- Proficiency with AI-assisted coding tools (Cursor, GitHub Copilot)
- Experience using Claude, ChatGPT, or similar AI tools for development acceleration
- Ability to leverage no-code/low-code platforms for rapid development
- Understanding of API integration patterns and microservices architecture

## Project Structure

### Milestone-Based Development

**6 Milestones:** Each with specific deliverables, success criteria, and payment triggers **Validation**

**Process:** Technical testing, user demonstration, and business validation required **Documentation:**

Complete code documentation and user guides for each milestone **Quality Standards:** 80%+ test coverage, performance benchmarks, security compliance

### Development Approach

**AI-Leveraged:** Extensive use of AI coding assistants to accelerate development **Platform**

**Integration:** Leverage existing marketing platforms rather than custom development **Modular**

**Architecture:** Clean interfaces enabling future system expansion **Human-Centric Design:** Intuitive interfaces for non-technical marketing users

## Compensation Structure

### Bidding Requirements

- **Individual Milestone Bids:** Provide separate pricing for each of the 6 milestones
- **Complexity Weighting:** Foundation (25%), Integration (15%), varying based on technical complexity
- **Payment Terms:** Electronic transfer within 48 hours of milestone validation
- **Performance Incentives:** Bonus opportunities for exceptional quality and early delivery

## **Project Protection**

- **Quality Validation:** All milestones must pass technical and business success criteria
- **Early Termination:** Project may be terminated after any milestone with full code handoff
- **Transition Support:** Complete documentation and 2-hour handoff session if needed
- **Code Ownership:** All validated milestone code transfers to client upon payment

## **Ideal Candidate Profile**

### **Technical Expertise**

- 5+ years experience with marketing automation platform development
- Proven track record with advertising platform API integrations
- Experience building user-friendly dashboards for non-technical users
- Strong background in real-time data processing and analytics systems

### **AI Development Experience**

- Experience using AI coding assistants for rapid development
- Familiarity with modern development acceleration tools and techniques
- Ability to leverage AI tools while maintaining code quality and security
- Understanding of how to integrate AI capabilities into business applications

### **Business Understanding**

- Knowledge of marketing automation workflows and best practices
- Understanding of lead generation, qualification, and conversion processes
- Experience with CRM integration and revenue attribution systems
- Ability to translate business requirements into technical implementations

### **Communication Skills**

- Clear documentation and code commenting practices
- Ability to demonstrate functionality to non-technical stakeholders
- Responsive communication during milestone validation processes
- Experience working with milestone-based project structures

# Application Requirements

## Portfolio Submission

- **Relevant Projects:** Examples of marketing automation or multi-platform integration work
- **API Integration Experience:** Demonstrated experience with advertising platform APIs
- **Dashboard Development:** Examples of user-friendly business interfaces you've built
- **AI Tool Usage:** Description of how you leverage AI tools in your development process

## Technical Proposal

- **Milestone Bids:** Individual pricing for each of the 6 project milestones
- **Development Approach:** Your strategy for using AI tools and platform integration
- **Timeline Estimate:** Realistic completion timeline for each milestone
- **Quality Assurance:** Your approach to testing, validation, and documentation

## References

- **Previous Clients:** Marketing automation or business platform development references
- **Project Examples:** Links to live systems or detailed case studies
- **Technical Skills:** Verification of API integration and dashboard development experience

## Project Success Metrics

### Technical Performance

- Multi-platform campaign deployment in under 1 minute
- Real-time analytics with sub-500ms API response times
- 99.5% uptime during business hours with proper error handling
- Comprehensive test coverage with automated validation

### Business Impact

- Lead generation capability of 50+ qualified leads per week
- Cost efficiency achieving sub-\$50 cost per qualified lead
- Conversion optimization delivering 3x+ return on advertising spend
- User adoption with non-technical users operating all features

## Integration Readiness

- Future AI system integration endpoints fully functional
- Seamless mode switching between human and AI control
- Complete UBC compliance for microservices architecture
- Scalable foundation supporting 10x business growth

## Next Steps

**Application Process:** Submit portfolio, technical proposal, and milestone bids **Evaluation Criteria:** Technical expertise, AI tool proficiency, marketing automation experience **Project Start:** Immediate start available for qualified candidates **Communication:** Regular milestone check-ins with responsive project management

This project offers the opportunity to build a cutting-edge marketing automation platform using the latest AI development tools while creating immediate business value and long-term strategic capability.