Mike Sayre

Senior MarTech & AI Strategist

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Summary

Dynamic MarTech leader and AI strategist with over 20 years bridging digital marketing/eCommerce and AI technologies. Translates business objectives into scalable AI solutions, automating workflows, optimizing operations, and generating multimillion-dollar revenue. Specializes in rapid prototyping, generative AI for content/media, and MarTech integration. Serves as a technical liaison for stakeholders, delivering efficient, high-impact transformations in remote/hybrid settings, with a proven ability to rapidly adopt and integrate diverse SaaS platforms to meet client-specific needs. Maintains a portfolio of live AI prototypes on GitHub, demonstrating practical applications for small businesses through hands-on experimentation with tools like Google AI Studio and Grok.

Skills

AI & Automation: Google Gemini (Pro/Ultra) • Google AI Studio • Vertex AI (Model Tuning & Deployment) • OpenAI API • Prompt Engineering (Chain-of-Thought, Few-Shot) • Grok • ChatGPT • Leonardo • Ideogram • Google Veo (AI Video) • Sora (AI Video)

Development & Prototyping: Python (Scripting, PoCs, Automation) • React (with TypeScript) • Tailwind CSS • Vite • Visual Studio Code/IDE • PowerShell • Firebase Hosting • Vercel Deployment • API Integration & Management • HTML5/CSS/JavaScript/PHP • Web Speech API • HTML Canvas API

MarTech & Analytics: Google Ads/Analytics/Tag Manager/Marketing Platform • Meta Business Suite • SEO/SEM/PPC • YouTube Video Advertising • Social Media Strategy (Facebook, Instagram, TikTok, X/Twitter) • Marketing Automation • Audience Targeting • Data Visualization & Reporting • Email Marketing

eCommerce & Operations: Amazon Seller Central (Expert) • BigCommerce • Shopify • Miva Merchant • Inventory Forecasting & Logistics • CRM & SaaS Expertise (Rapid Adoption, Integration, and Customization Across Platforms)

Professional Skills: Multichannel Campaign Strategy • ROI Optimization • Vendor/Partnership Management • Remote Collaboration • Process Improvement • Sales Enablement & Revenue Growth • Cost-Benefit Analysis • Digital Transformation Consulting • AI Ethics & Responsible AI • Agile Methodologies

Experience

Principal MarTech & AI Strategist
: **Swan Lake Digital Consulting**
: **Plymouth, IN (Remote)**
: **February 2023 – Present**

- Architected AI-enhanced MarTech solutions using Google Cloud (Vertex AI) and Google AI Studio to automate content generation and workflows, enabling clients to scale campaigns efficiently.
- Developed Python prototypes and scripts to address operational gaps, showcasing AI capabilities and minimizing manual efforts.
- Integrated LLMs (Gemini, Grok, ChatGPT) into marketing stacks, reducing overhead and speeding time-to-market.
- Managed generative media workflows (Leonardo, Ideogram) to produce high-impact assets, enhancing engagement and conversions.
- Built and deployed three live AI-powered web prototypes via Google AI Studio, GitHub, and Vercel, incorporating logos, graphics, and responsive styling; these free, fully functional demos solve small business challenges—such as streamlining content creation and profile optimization to save hours of manual work—and facilitate seamless transitions to production for internal use or revenue generation:
    - **ProfitGuard AI :** "Profit-Aware" dashboard solving ROAS vs. Profit mismatches by normalizing cross-platform ad data (Google, Meta, TikTok) to identify margin anomalies and scaling opportunities; features a custom COGS engine and smart CSV parser built in React 18, TypeScript, and Tailwind CSS.
    - **Job Profile Lab** : AI tool leveraging Google Gemini API to convert resumes into SEO-optimized LinkedIn profiles with keyword-rich content, headlines, and skills; features one-click copying, downloads, and mobile-first UI built in React/TypeScript with Tailwind CSS, enabling small businesses to generate optimized profiles in minutes.
    - **Resume Studio** : Markdown-based builder with real-time previews, custom CSS, theme toggles, and exports to PDF/HTML/Markdown; developed using React/TypeScript, Tailwind CSS, marked, DOMPurify, and html2pdf.js for secure, branded document creation.

Advertising & Marketing Manager
: **SandShark Anchor**
: **Plymouth, IN**
: **March 2010 – April 2023**

- Directed pivot from direct sales to Amazon Marketplace, scaling revenue from thousands to over $3M annually.
- Optimized Amazon Seller Central operations: FBA logistics, brand registry, inventory forecasting, Buy Box strategies; extended to Walmart and eBay.
- Led SEM/PPC/social campaigns (Google, Amazon, Facebook, Instagram, YouTube); created algorithm-optimized multimedia with Adobe tools.
- Implemented technical efficiencies to support full-time business operations.

Internet eCommerce Director
: **Kenwood Dealer Group**
: **Cincinnati, OH**
: **November 2012 – January 2020 (Concurrent with SandShark Anchor role)**

- Unified 15 store systems (CRM, websites, vendors, inventory) into a cohesive MarTech stack, cutting costs and enabling comprehensive analytics.
- Managed $5.5M budget, internalizing $2.7M ad spend to save $356K/year and enhance lead quality.
- Built analytics frameworks (Google Analytics, Tag Manager, custom JavaScript) for metric tracking and executive insights.
- Achieved 22.4% sales growth (2012–2016) via data-driven digital strategies and CRM rollout.

Founder & Project Manager/Developer
: **TMO Enterprises**
: **Cincinnati, OH**
: **2001 – 2014**

- Launched wholesale dropshipping platform (HotDandy.com) to $18K/month revenue with 46% margins; handled logistics and Miva Merchant.
- Provided B2B MarTech services: WordPress/OpenCart sites, online advertising, and tech consulting.

Business Development Manager (Eastern US)
: **Sister Technologies**
: **Remote**
: **March 2008 – July 2009**

- Acted as technical liaison, converting API constraints into client value propositions.
- Created proprietary "Video SEO" algorithm using YouTube API, increasing engagement 30-40% and revenue 2.5X.

District Area Manager
: **Cox Enterprises (AutoMart)**
: **Cincinnati, OH**
: **January 1997 – March 2008**

- Spearheaded digital transformation with "Print + Digital" bundles; elevated markets to top 10 nationally for online revenue.
- Delivered 27% revenue growth and 34% margins in turnaround territories; boosted internet video sales 40%.

Education

Associate of Applied Science in Law Enforcement Conservation, Biology
: **Vincennes University**
: **Vincennes, IN**
: **1990 – 1992**