

Jack Martin

Digital Strategist · AI Consultant · Human-Centered Innovator

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AI & AUTOMATION

Design and deployment of AI-driven systems for marketing, decision-making, and workflow automation. Practical implementation, measurable outcomes.

CAPABILITIES

- ⚡ End-to-end AI workflows (data → prediction → action)
- ⚡ Applied ML (lead scoring, conversion prediction)
- ⚡ API-based AI services (Flask, model integration)
- ⚡ Automation (Make, Zapier, n8n, Pipedream)
- ⚡ Prompt engineering & LLM workflows
- ⚡ Agentic AI (multi-agent, memory systems)

TECH STACK

Vibe Coding Flask Node.js Redis APIs
Replit Make Zapier n8n Pipedream
ChatGPT Claude Perplexity Mistral
DeepSeek

MARKETING & DATA

- ⚡ AI-driven paid acquisition (Meta, TikTok, YouTube)
- ⚡ Funnel optimisation & behavioural tracking
- ⚡ Conversion-focused systems & testing
- ⚡ Data scoring (conversion readiness, quality)
- ⚡ SEO automation & content pipelines
- ⚡ Performance analytics & attribution

PROJECTS

Agentic Marketing Optimisation

ML + automation for real-time campaign decisions

Predictive Prioritisation Engine

Cost reduction via intelligent lead scoring

KEY IMPACT

98%

Student Pass Rate

85%

Grad Employment

10+

Years Digital Strategy

15+

Years Cross-Discipline

EXPERIENCE

Founder & Digital Strategist

Godspeed Digital Agency · 2019 — Present

- AI-driven agency — SEO, automation, paid acquisition
- **Increased client revenue** via AI transformation
- Funnels, e-learning, AI automation at scale

Director — Healthcare Ops

De Oude Renbaan Clinic · 2012 — 2024

- Operational excellence & regulatory compliance
- Digital solutions for admin & patient care

Director — Skills Development

MyFiladelfia · 2010 — Present

- QCTO-accredited — counseling & professional dev
- **98% pass rate · 85% employment**
- AI-driven mental health support tools

Franchise Owner · Research

Curves · Synexa · Doctors Lab · 2002 — 2010

- Biomarker research · Digital marketing

EDUCATION

Master of Divinity

SA Theological Seminary

2025 — In Progress

B.Sc. (Hons) Molecular Microbiology

Stellenbosch University

2002

Bachelor of Science

Stellenbosch University

1999 — 2001

Cert. Digital Marketing

Elite Inc.

2019