

AMY HRNCIAR | MARKETING TECHNOLOGY ANALYST | AI & WORKFLOW AUTOMATION

Returning to NYC | [Email](#) | [LinkedIn](#) | [Website](#)

Marketing technology analyst with 20+ years of experience in digital marketing, marketing automation, technology implementation, and systems analysis. Experience includes marketing campaign execution, chatbot configuration, workflow automation, requirements gathering, UAT and QA, cross-functional collaboration, and stakeholder engagement. Currently building AI agents and agentic workflows for marketing, creative, and operational use cases.

CORE EXPERTISE

Marketing Technology • Generative & Agentic AI • Marketing Operations • Campaign Execution • Business Process & Technology Analysis • Requirements Gathering • User Stories & Acceptance Criteria • Agile / Scrum • UAT & QA • Backlog Management • Change Management • Jira & Confluence • APIs & Integrations • Workflow Automation

PROFESSIONAL EXPERIENCE

Consultant – Digital Marketing, AI Automation, Web Production & AI Search (AEO) | Sarasota, FL | 2024-Present
Independent consulting across digital marketing, AI automation, web production, and AI search, helping businesses and agency partners apply emerging technology to improve marketing execution, visibility, and operational efficiency.

- Create custom AI workflows for research, analysis, reporting, and content production, using generative and agentic AI tools including Claude, ChatGPT, and custom agents to automate recurring work for clients.
- Train and configure custom AI sales agents for clients, using brand knowledge, offers, customer questions, and qualification criteria as context for agents as they engage and convert prospects into bookings and sales.
- Advise clients in selecting and implementing AI and MarTech solutions, evaluating business needs, new and existing platforms, and embedded AI capabilities to determine where automation creates the most value.
- Build, optimize, and maintain client websites in WordPress and other CMS platforms, improving content, site performance, and functionality to deliver strong user experience (UX) and support business growth.
- Established a niche B2B agency as a leading AI-cited authority, repeatedly appearing as the **#1 recommended** business for targeted queries across **7 major AI platforms** while **increasing Google search visibility 3.6x**.
- Generated qualified inbound sales, including multiple full-service clients, creating **10x ROI** and new revenue streams for the agency through client acquisition and the launch of new SEO and AEO service offerings.

Systems Analyst II, Website Product Owner | Boar's Head Brand | Sarasota, FL | June 2024-June 2026

Served as Product Owner for a business-critical CMS platform supporting the company's sales and distribution network with product information, sales resources, marketing assets, training materials, and brand communications.

- Translated business needs into product requirements, user stories, and acceptance criteria, partnering with business users, vendors, and technical teams to clarify scope, validate work, and manage the backlog.
- Hosted daily stand-up meetings to align priorities, identify and resolve blockers, and keep work moving.
- Developed and presented recommendations for the product roadmap, evaluating business needs, platform capabilities, feasibility, cost, and financial constraints to prioritize future enhancements and investments.
- Led requirements documentation, full-site QA, UAT, defect resolution, and production validation for the migration to dotCMS Evergreen Cloud, supporting rollout through user training, demos, and documentation.
- Prioritized and implemented recommendations to improve content, site architecture, navigation, and platform capabilities, with a focus on making the platform more useful to the sales and distribution network.
- Established CMS governance including naming conventions, folder structures, publishing standards, access controls, and review workflows to reduce errors and improve content consistency across the platform.
- Served as the primary technical resource for **50+ active publishers**, providing training and troubleshooting that reduced complex publishing workflows and long turnaround times from multiple days to same day.

Senior Technical Implementation Manager, Chatbots | Inmar Intelligence | New York, NY | May 2022-May 2023

*Owned technical implementation and production for chatbot marketing campaigns and branded web experiences for national CPG clients, with each successful engagement generating **\$30K-\$50K in incremental media spend**.*

- Managed end-to-end implementation for **10+ concurrent campaigns**, coordinating requirements, assets, technical configuration, QA, and validation across Product, Design, Marketing, and Client Services teams.

- Programmed conversational commerce chatbots using **JSON and Wit.ai**, including conversation logic, intents, response flows, and alternate user phrases to recognize variations in natural-language input; trained and refined NLP behavior using interaction data to improve intent recognition and response accuracy.
- Streamlined Jira boards and implementation workflows to improve intake, request visibility, prioritization, status tracking, and cross-functional coordination across more than **10 concurrent client engagements**.
- Owned QA and launch validation across active campaign deployments, identifying and resolving content, rendering, integration, tracking, and configuration issues before production release.
- Built and deployed responsive campaign landing pages in Webflow and custom HTML/CSS, managing code through GitLab and production releases in AWS in partnership with engineering and design teams.

Applications Analyst, Creative Technologies | LBrands | New York, NY | 2016-2022

Supported enterprise marketing and design technology platforms, partnering with business teams, IT, product leaders, and vendors to gather requirements, coordinate delivery, and support large-scale retail technology initiatives.

- Evaluated technology platforms and vendors by gathering requirements, comparing capabilities and costs, coordinating vendor demos, scoring solutions, and presenting solutions recommendations for stakeholders.
- Gathered and documented business needs and technical requirements across a \$100M+ Adobe Experience Manager (AEM) implementation, partnering with teams across the enterprise to define platform functionality.
- Designed and executed UAT, regression, and QA test plans for AEM and Flex PLM releases, documenting defects, validating fixes, and ensuring stable deployments across iterative development cycles.
- Led a cross-functional automation initiative supporting over **1,000 US retail stores**, managing requirements, delivery, testing, and rollout to **reduce manual work by over 90%**, earning enterprise IT recognition.
- Managed Adobe Creative Cloud operations for **1,500+ enterprise users**, overseeing release testing, upgrade planning, license provisioning, deployment coordination, user communications, and technical documentation.
- Analyzed business processes and technologies to identify operational bottlenecks and opportunities for improvement, recommending updates and enhancements to workflows, systems, and technology solutions.

Web Operations Manager (Contract) | Translation LLC | New York, NY | Mar 2016-Nov 2016

Assumed ownership of web operations for a creative agency following the departure of its development team, maintaining technical and business continuity across agency websites, blog, e-commerce store, social media page, and digital campaigns.

- Owned day-to-day website management and editorial production, coordinating a team of writers, content schedules, publishing, assets, and quality assurance across agency web properties.
- Built, launched, and managed the WooCommerce store for the agency's limited edition print magazine, configuring payments, fulfillment, shipping, and analytics integrations for end-to-end e-commerce operations.
- Migrated a high-traffic blog to a new host with zero downtime, improving website performance by 65%.
- Served as the agency's technical resource for website updates, troubleshooting, and digital production, resolving issues quickly to maintain reliable web operations and meet publishing deadlines.

SELECTED EARLIER EXPERIENCE

E-Commerce Website QA Manager | La Prairie Switzerland | New York, NY | 2015

- Managed QA for translated content across **20 global e-commerce websites**; built, segmented, and deployed supporting email campaigns by country via Salesforce Marketing Cloud to promote new product launches.

Developer, Creative Services | Sailthru, Inc. | New York, NY | 2014-2015

- Developed responsive email templates and landing pages using Sailthru's enterprise marketing automation tools, integrating live content and data via APIs and performing detailed cross-client and cross-device QA.
- Automated the project intake process with Zapier, turning form submissions into Jira tickets for easy handoff.

Online Marketing Manager | The French Culinary Institute | New York, NY | 2008-2011

- Led digital marketing across multiple websites and digital platforms, including email marketing and CRM, SEO, paid search, affiliate campaigns, and blogs, to increase visibility, engagement, and program enrollments.
- Supported a major website redesign, including content structure, metadata, taxonomy, and creative support.

EDUCATION & TRAINING

- Sacred Heart University | B.S. in Business Admin, Marketing Concentration | Magna Cum Laude, 3.8 GPA
- Certified Funnel Builder, 2023 | Lead generation, conversion optimization, and marketing automation
- Mastermind, 2024-current | Ongoing training in AI, digital marketing, sales automation, online business ops
- Web Development Courses, 2013-2015 | NY University, General Assembly | HTML, CSS, JavaScript, jQuery, API