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Dear Callan,

You built a company where AI handles the repeatable and humans drive the irreplaceable, and wrote a job for a human whose entire purpose is keeping the production board honest. That is the operating model I've been using for years: Automate what should be automated. Build systems around what repeats. Then keep humans where judgment, context, communication, and the ability to notice that one thing is about to break the whole machine actually matter.

That is why this Marketing Coordinator seat immediately felt familiar to me.

For the last ten years, I've run a marketing and operations consultancy, and one of the systems I'm proudest of is a content production pipeline I designed and built for a client agency.

When I came in, the team created a new spreadsheet for every client every month, plus separate documents for nearly every deliverable. With 30+ clients moving through onboarding, scheduling, recording, production, editing, review, and delivery at different stages, dropped balls were almost inevitable.

I mapped the entire workflow and rebuilt the operation into a single ClickUp system with Zapier automations feeding it, giving the team one source of truth for every client and every stage. More recently, I worked with the founder to evolve that system again using Claude, with AI agents helping manage status tracking, stall detection, alerts, and internal and external follow-up.

Nobody tracked hours before the original rebuild, so I'm careful not to pretend we have precision we don't. But based on the workload before and after, we estimate the time required per client fell from roughly four hours a month to about one, with editing now accounting for most of the remaining hands-on work.

Before entrepreneurship, I spent nearly a decade in corporate finance running reconciliations and month-end close... which, it turns out, is excellent professional training for meticulous attention to detail, and is a quality that is deeply embedded within me. The instinct that catches a reconciliation error is the same one that notices the missing tag, mistyped ad ID, overdue handoff, or card that has quietly been sitting in Review too long.

What I especially love about this role is that you are not looking for someone to politely maintain a task list. You're looking for someone who notices the bottleneck, figures out what needs to happen next, follows up without making people hate being followed up with, and keeps the system trustworthy enough that everyone else can do their best work... And that's the kind of work I naturally take ownership of.

After years of running many different systems and pipelines across many different clients, I would love the opportunity to bring that breadth into one team and one mission... especially one building at the intersection of business, systems, and AI.

And if I can make you and the Director of Growth stop thinking about whether the board is moving because you know I have it, I would consider that a very good first 30 days!

I would love to be part of The Uncommon Business team and truly appreciate your consideration!!
Thank you so much for your time.

Ashley Alexander