

Sara Ward

Creative Technologist | Marketing Operations Lead | AI Workflow Architect

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PROFILE

Marketing operations leader and creative technologist with 8+ years inside a high-volume ecommerce environment — owning campaign execution, building production tooling, and architecting AI-assisted creative workflows from prototype to deployment. Experienced designing and deploying generative AI pipelines, automating content supply chain operations, and translating creative requirements into scalable technical systems. Hands-on with Adobe Firefly, Node.js, JavaScript, AWS, Docker, Shopify, and a range of generative AI tools for image, copy, and motion. Builds what is needed rather than waiting to be asked.

EXPERIENCE

Creative Technologist & Marketing Operations Lead | Touch of Modern | Jun 2024 – Present

- Designed and deployed AI-assisted content production workflows using Claude Code and Codex to scale product copy, campaign messaging, and promotional asset generation across 3 daily sends to 5.9M subscribers.
- Built and shipped BookingBot and BadgerBot — internal automation tools built on AWS, Node.js, Playwright, and custom UI that compressed an 8-step booking workflow to under 5 minutes and reduced a 3-person badge and promotion creation process by 67% to a 2-field UI entry. Tools started as n8n/Slack prototypes and were built out to full production deployments against a decade-old proprietary system.
- Owned end-to-end campaign decision-making across email, SMS, app push, homepage, and paid creative for daily launches — directing messaging hierarchy, offer framing, product positioning, and creative execution across all customer touchpoints.
- Served as the connective layer between merchandising, marketing, design, development, and operations — translating cross-functional requirements into shippable campaigns under daily launch pressure.
- Architected and built custom Shopify section components using Liquid, JavaScript, and generative AI — extending a legacy theme with configurable grid layouts, timed sale displays, and reusable content supply chain modules deployed to production.
- Built and deployed a full internal CRM dashboard during post-acquisition transition — scraping the legacy system to centralize order status, vendor payment tracking, shipping visibility, and contact reporting across ops, CS, and logistics, replacing a fragmented multi-person spreadsheet workflow.
- Independently built and deployed a vendor-facing onboarding documentation site to support the Shopify migration — enabling external partners to self-serve platform onboarding and reducing dependency on internal engineering.
- Built an automated asset management pipeline that organizes email creative into a structured SharePoint folder hierarchy using a defined naming convention, with a scheduled cron job to ingest and sort daily campaign assets.

Senior Content Writer | Touch of Modern | Feb 2021 – Jun 2024

- Wrote and directed product and campaign copy across email, SMS, web, and paid media for a high-volume flash sale ecommerce platform serving millions of subscribers. Promoted to Creative Technologist & Marketing Operations Lead in June 2024.

Earlier Experience | Silver Law Firm / Hornblower Cruises / Party City | 2017 – 2020

- Copywriting and marketing management roles across legal services, hospitality, and retail — covering SEO, email, paid media, social, and broadcast copy.

INDEPENDENT PROJECTS

Relay | AI Campaign Operating System | In Development

- Independently architecting a full-stack campaign operating system that ingests Google Analytics data and competitive intelligence, runs a multi-stage generative AI pipeline, and outputs targeted, brand-consistent assets and copy across email, social, and paid channels. Stack: Next.js, Node.js, BullMQ, Postgres.

saraward.ai | Portfolio Site

- Personal portfolio site built on vanilla JS and Node.js, containerized with Docker, and deployed on AWS ECS using Claude Code and Codex as pair-programming tools.

CONSULTING

AI Implementation Consultant | National Carwash Solutions | Feb 2026 – Present

- Retained to assess current AI tool usage, identify workflow gaps, and build a practical generative AI adoption strategy for the creative and marketing team.

SKILLS

Generative AI & Creative Tools

- Claude Code, Codex, ChatGPT, Adobe Firefly, Kling, Midjourney, Canva, n8n

Engineering & Infrastructure

- Node.js, JavaScript, Liquid, Playwright, AWS ECS, Docker, Shopify, REST APIs, GitHub, VS Code

Marketing Platforms

- Listrak, Cordial, Shopify, Meta Ads, Google Ads, SMS, push notifications, SharePoint, OneDrive, Dropbox

Core Competencies

- Prompt engineering, generative AI pipeline design, content supply chain architecture, lifecycle marketing, workflow automation, agentic AI workflows, cross-functional operations, creative direction