

# SARA WARD

## Creative Technologist & Marketing Operations Lead

---

510.561.4264 • sara.a.ward@mac.com • San Diego, CA • saraward.ai • linkedin.com/in/saraallisonward

### 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 workflows from prototype to deployment. Hands-on with Adobe Firefly, generative AI pipelines, and content supply chain automation. Fluent in the language of creative direction and the mechanics of systems engineering. Builds what is needed rather than waiting to be asked.

### EXPERIENCE

---

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

- Built and shipped BookingBot and BadgerBot against a decade-old proprietary system — automation tools that started as n8n/Slack workflows and were built out to full production deployments on AWS with Node.js, Playwright, and custom UI, compressing an 8-step booking workflow to under 5 minutes and reducing a 3-person badge and promotion creation process by 67% to a 2-field UI entry.
- Built AI-assisted content systems using Claude Code and Codex to scale product copy, campaign messaging, and promotional asset production across 3 daily sends to 5.9M subscribers.
- 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 AI-assisted code generation — extending a legacy theme with configurable grid layouts, timed sale displays, and reusable merchandising modules deployed to production.
- Built and deployed a full internal CRM dashboard during the post-acquisition transition — scraping the legacy system to centralize order status, vendor payment tracking, shipping visibility, and contact reporting across ops, CS, and logistics teams, replacing a fragmented multi-person spreadsheet workflow.
- Independently built and deployed a vendor-facing onboarding documentation site to support the Shopify migration — giving external partners a self-serve reference for platform connection and reducing onboarding 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. 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 — In development

- Independently architecting a full-stack campaign operating system that ingests Google Analytics data and competitive intelligence, runs a multi-stage 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

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

## CONSULTING

---

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

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

## SKILLS

---

**AI & Tooling** Claude Code, Codex, ChatGPT, Adobe Firefly, Kling, Canva, Midjourney, n8n

**Engineering** Node.js, JavaScript, Liquid, Playwright, AWS ECS, Docker, Shopify, GitHub, VS Code

**Marketing Platforms** Listrak, Cordial, Shopify, Meta, Google, SMS, push, SharePoint, OneDrive, Dropbox

**Core Competencies** Prompt engineering, AI creative production, content supply chain, lifecycle marketing, workflow automation, cross-functional ops