

Summer Hill

Portland, OR

EXPERIENCE

Sarah Baldwin Coaching | Operations Manager & AI Implementation Lead

2025 – Present

Multi-seven-figure education company in the nervous system and somatic space; 5,000+ students across a tiered program suite.

- Manage a team of four direct reports and three vendor partners with their own teams, spanning copy, design, video, ads, and platform.

Curriculum & production

- Led the full rebuild of the flagship course from curriculum redesign through shoot logistics, post-production, and platform launch, coordinating contractors across copy, design, video, and platform.
- Built the curriculum architecture the production team worked from: module template skeletons, visual metaphor frameworks, and lesson-level asset specs.
- Synthesized a 450-person alumni survey into reshoot priorities for the new curriculum.
- Set and held the production standard for every deliverable, reviewing drafts and sending work back with specific direction.

AI systems

- Built 21 specialized AI assistants across five departments (content, customer success, operations, marketing, sales) in Claude Projects, with custom system prompts, MCP connections, and Zapier automation.
- Built systems that turn the founder's expertise into reusable assets: transcript-to-workbook generation in her voice, funnel diagnostics, module outlining, and competitive research.
- Wrote the AI Employee Playbook (org chart, cost breakdown, implementation roadmap, projected savings of 1,400+ operational hours a year) and maintain the central prompt and framework library so no workflow depends on one person.
- Evaluated new AI tools against an 8-point framework and made the adopt-or-cut calls; migrated the company off three purpose-built and onto Claude and MCP.

Launch & funnel operations

- Direct launch execution across the program suite (sequencing, enrollment windows, cross-product funnels) through a year of 31% revenue growth, from roughly \$3M to a projected \$5.5M ARR.
- Caught a conversion drop in the mid-tier funnel (25.5% to 16.6%), traced it to broken waitlist tracking, and fixed it before the next launch.

Freelance | AI Strategy & Knowledge Architecture

2023 – Present

Independent strategy studio for founder-led businesses (\$1M–\$10M) in wellness, aesthetics, and personal development.

- Advise founder-led businesses on turning their expertise into documented workflows and custom Claude Project systems.
- Developed a diagnostic methodology for brands whose messaging has blurred as they've grown, delivered through fixed-scope audits, positioning work, and fractional advisory.

Kaeli Lindholm Consulting (KLC) | Marketing Director

2021 – 2026

Business and leadership development consultancy for seven- and eight-figure aesthetics and wellness practices.

- Built the education arm of the consultancy: workshops, virtual trainings, live events, and the implementation guides and workbooks that moved practice owners from learning to doing.
- Conducted live and recorded trainings for client teams on AI workflows, marketing, operationa and front-desk adoption; wrote the SOP and checklist libraries those teams ran on.

- Produced the Fierce Factor podcast and authored the Leadership Growth Strategy Audit; tracked engagement and implementation across programs and revised curriculum based on what changed behavior.

Skin Experts by Brentwood Spa + Qúí CBD Skincare | Marketing & Operations Specialist 2019 – 2023

- Scaled digital operations for a seven-figure store, skincare line, and three spa locations; built workflows for 14,000+ subscribers generating \$150K+ in monthly revenue at a \$570 average order value.
- Built product training programs for professional skincare and CBD treatment protocols, tracking onboarding completion to find where practitioners got stuck.

XO8 Cosmeceuticals & Skin | Product Marketing & Business Director 2014 – 2019

- Managed DTC and wholesale sales enablement across the product lifecycle, launching 15+ retail and professional products and driving a 32% increase in average order value.
- Developed training curriculum for professional accounts in partnership with 7-8 figure companies; hosted webinars and live trainings for estheticians, fielding technical questions in real time.

ADDITIONAL EXPERIENCE

Concurrent contract and agency engagements, alongside the roles above.

- Semi-Retired MD — Marketing Systems & Demand Generation Coordinator (2024–2025): rebuilt automated email and webinar funnels in HubSpot and ActiveCampaign; mapped the customer journey end to end across tech, creative, and finance teams.
- rater8 — Digital Marketing & Demand Generation Specialist (2022–2024): ran account-based marketing for mid-market and enterprise healthcare clients on \$10K+/month budgets; lifted lead conversion 25% while cutting cost per lead.
- GriffinWink Advertising — Brand Strategist & HubSpot Implementation Lead (2020–2024): client-facing lead on six-figure annual accounts; implemented HubSpot CRM, Sales, and Service Hubs and mentored junior strategists.
- Fresh Take Productions — Account Specialist (2011–2014): built client onboarding frameworks that cut time-to-adoption and surfaced upsell opportunities.

SKILLS

Curriculum architecture & instructional design · Live teaching, webinars · AI systems: Claude (Projects, Code, MCP), prompt engineering, multi-agent workflow design, tool evaluation · Launch & funnel operations · Cross-functional team leadership · HubSpot (Certified), ActiveCampaign, Kajabi, ThriveCart, ConvertKit/Kit, Zapier, Make, ClickUp, Airtable, Notion, Power BI, Google Workspace

EDUCATION

BA, Liberal Studies — Armstrong State University, Savannah, GA