

Summer Hill

marketing and operations specialist

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Summary

I'm a marketing and operations leader who's happiest in the middle of a growing business, where the work doesn't sit neatly in any one department. For the past ten years I've helped founder-led companies in coaching, education, and wellness turn good ideas into things that actually run — brands people recognize, operations that hold under pressure, and the AI systems that increasingly carry the load behind both. I care as much about how a team feels doing the work as about the results it produces.

Client History

Strategic Operations & AI Lead · Sarah Baldwin Coaching

nervous system education, multi-seven figure coaching company

- Led cross-functional marketing and operational strategy for a rapidly scaling coaching business, taking it from a multi-million-dollar revenue base through a meaningful expansion.
- Directed a multi-six-figure flagship launch with a meaningful year-over-year lift, including end-to-end production of course reshoots.
- Acted as the primary technical architect, replacing legacy workflows with an AI-hybrid business model.

Marketing & Operations Specialist · Kaeli Lindholm Consulting

founder-led coaching consultancy, medical aesthetics + wellness

- Co-led marketing strategy, content systems, and brand communications for a women-led coaching firm serving founders in the medical aesthetics industry.
- Designed and ran the marketing OS: quarterly launch calendars, monthly KPI reporting, and a published Marketing KPI Framework adopted as a client-facing resource.
- Took the weekly Fierce Factor podcast from production through publication and converted it into a multi-platform content engine across blog, LinkedIn, newsletter, and Instagram.

Program Launch Strategist · KN Literary Arts + Kelly Notaras

boutique publishing consultancy & high-ticket author retreats

- Partnered directly with veteran Hay House editor Kelly Notaras to design and execute launch strategies for high-ticket writing programs and exclusive in-person events.
- Managed operational logistics and customer experience for the highly sought-after “Write Where You Are” retreat.

Marketing & Training Specialist · XO8 Cosmeceuticals + Skin Experts by Brentwood Spa

professional skincare & aesthetic clinic protocols

- Directed comprehensive sales and marketing strategies for professional skincare and CBD treatment protocols.
- Developed training programs, executed conversion-driven campaigns, and collaborated with vendors to build long-term brand loyalty in the aesthetic space.

Core competencies

Brand + Marketing	Brand positioning, offer ecosystem design, launch strategy, audience growth
Operations + Systems	AI workflow automation, KPI development, reporting infrastructure, custom LLM ecosystems
Customer Experience	Funnel optimization, retention strategy, customer journey mapping

Tools

AI, Agents & Automation	Claude • ChatGPT / OpenAI API • Gemini • Custom GPTs • Perplexity • NotebookLM • MCP • Gumloop • Stack AI • Composio • n8n • Zapier • Make • GitHub • OpenClaw
Marketing, Email & Ads	HubSpot • ActiveCampaign • Klaviyo • ConvertKit • Mailchimp • GoHighLevel • Meta Ads Manager • Google Ads • LinkedIn
Commerce, Courses & Community	Kajabi • Teachable • Thinkific • Stripe • ThriveCart • Shopify • Circle • Mighty Networks
Operations & Collaboration	ClickUp • Asana • Monday.com • Trello • Airtable • Slack • Loom • Calendly • Acuity • HoneyBook • Typeform • Otter.ai • Fathom • Google Workspace • Microsoft 365 • Superhuman • Dropbox
Content, Design & Web	Canva • Adobe Creative Suite • Descript • ElevenLabs • Midjourney • WordPress • Squarespace • Framer • Showit • Elementor • Netlify
Analytics & SEO	Google Analytics (GA4) • Google Search Console • Google Tag Manager • Looker Studio • Hotjar • Ahrefs • SEMrush

Education

Bachelor of Arts, Liberal Studies

Armstrong State University, Savannah, GA