Prince Ampong

AI Enablement and Marketing Operations

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PROFESSIONAL SUMMARY

Marketing consultant and hands-on AI builder with 10+ years across digital marketing, ecommerce and entrepreneurship. Applies AI to paid media, lifecycle marketing, reporting and Shopify development. Builds tools to automate agency operations and helps client teams adopt AI-assisted analysis, interpret customer behavior and make data-driven decisions.

CORE SKILLS

AI adoption support | Operations automation | Generative AI workflows | Performance dashboards | Customer insights | Tool evaluation | MCP integrations | Use-case definition | Workflow testing | Stakeholder communication | Marketing operations | Lifecycle marketing | Conversion optimization

PROFESSIONAL EXPERIENCE

Rielli

AI-enabled Marketing and Ecommerce | Current client engagement | Remote

- Built a reporting dashboard and helped Rielli's team adopt AI-assisted analysis of weekly and monthly results to support data-driven marketing decisions.
- Manage Google and Meta advertising using AI-assisted workflows for campaign operations and analysis.
- Use AI to manage Klaviyo email, automated flows and lifecycle marketing, connecting customer signup and engagement with ongoing communications.
- Use Claude Code and Codex to build and iterate the Riellibrand.com Shopify storefront, connecting ecommerce development with marketing and lifecycle workflows.

AI AND OPERATIONS PROJECTS

WZD Labs | 2026

Integrated client operations platform

- Built an integrated client operations platform for WZD Labs, bringing reporting, AI-assisted analysis and customer-behavior insights into one workspace for agency and client teams.
- Designed the platform to support recurring performance reviews and informed marketing decisions through actionable summaries, contextual AI assistance and clear data limitations.

Prospecting with Claude Code and MCP

- Configured a prospecting workflow with Claude Code and Trayo MCP, translating agency services and buyer criteria into signal-based account discovery across 40 direct-to-consumer brands.
- Tested the discovery workflow and provided product feedback on the handoff from account intelligence to outbound execution.

PREVIOUS EXPERIENCE

Local European

Growth Marketing Lead | 2022 - October 2025 | Remote

- Scaled annual revenue from approximately $250K to a $3.5M peak, then sustained $900K-$1.2M annually for multiple years through acquisition, lifecycle and conversion programs.
- Led integrated growth strategy across Meta, Google, TikTok, Shopify, Klaviyo and landing pages, connecting customer acquisition, retention and conversion activity.
- Turned audience research, creative performance and conversion data into positioning, messaging, testing priorities and recurring growth recommendations.
- Maintained GA4, Google Tag Manager, Meta Pixel and Conversions API measurement; coordinated creative partners, freelancers and vendors around campaign delivery.

The Potion Studio

Paid Media Manager | 2018 - 2020 | Remote

- Partnered with the founder and creative team on paid acquisition strategy, product storytelling, campaign planning and launch execution for a clean luxury haircare brand.
- Developed and tested ad concepts, hooks, user-generated content approaches and customer-facing messages.
- Delivered performance reporting and actionable recommendations for messaging, distribution, budget allocation and next tests.

Rialto Theatre

Marketing Consultant and Talent Buyer | 2013 - 2018 | Tucson, Arizona

- Marketed concerts and live events for audiences of 1,300-5,000; analyzed artist demand, audience behavior and competing events to forecast ticket sales and inform pricing.
- Coordinated artists, representatives, venues, production teams, vendors and promotional partners through planning and onsite execution.

Finallymade

Founder and Operator | 2015 - 2017 | Tucson, Arizona

- Founded and operated a clothing brand and retail store, developing brand identity, customer positioning, merchandising and the in-store experience.
- Used customer feedback, purchasing behavior and sales patterns to inform product selection, pricing and promotions.

TOOLS AND PLATFORMS

AI and development: Claude Code, Codex, OpenAI, Cursor, Model Context Protocol (MCP), Trayo, Python, GitHub, APIs and AI agents.

Marketing and analytics: Shopify, Klaviyo, Meta Ads Manager, Google Ads, TikTok Ads, Google Analytics 4, Google Tag Manager, Meta Pixel and Conversions API.

EDUCATION AND CERTIFICATION

Associate of Arts in Liberal Arts | Pima Community College, Tucson, Arizona

Google Analytics Certification