

JOSHUA NOVAK

AI Automation Specialist | Ecommerce Analyst

PROFESSIONAL SUMMARY

AI Automation Specialist and Ecommerce Analyst with hands-on experience building automation workflows, AI agents, and content systems for ecommerce businesses. Skilled at using AI tools and structured automation workflows to reduce manual work, organize business information, and drive results across SEO, ecommerce, and digital marketing operations.

AREAS OF EXPERTISE

- AI Automation & Workflow Building
- Prompt Engineering
- Ecommerce Platform Management
- AI Agent Development
- SEO Content Automation
- Data Organization & Management

TOOLS & TECHNOLOGIES

n8n · Claude (Anthropic) · ChatGPT / GPT-4 · Shopify · Magento · Google Sheets

PROFESSIONAL EXPERIENCE

DIY Pest Control & Riddy

Ecommerce Analyst / AI Automation Specialist | February 2024 – Present

- Built and maintained automations connecting email, Google Sheets, AI tools, and ecommerce workflows, saving the team 10+ hours per week on repetitive content and operations tasks.
- Managed ecommerce content across Shopify and Magento, including product pages, CMS pages, FAQ content, metadata, and site updates, improving SEO/AEO content turnaround while maintaining accuracy across 500+ SKUs.
 - ◆ **FAQ Content Automated Workflow:** Automation generating SEO/AEO-optimized answers for FAQ pages, saving many hours of manual research and writing per batch, structured for both traditional search and AI answer engines.
- Organized and maintained Google Sheets for orders, products, content workflows, and automation outputs, keeping business data structured and accurate.
 - ◆ **Order Tracking Automated Workflow:** Automation monitoring incoming order emails, extracting key data, and populating a structured Google Sheet automatically, eliminating manual data entry and giving the team real-time visibility into incoming orders.
- Developed AI-powered systems for blog generation, product page creation, FAQ optimization, and social content, significantly cutting production time and increasing output volume.
 - ◆ **SEO Blog Post Generator:** AI workflow taking a single keyword and outputting a fully structured, SEO-optimized blog post, eliminating 2 to 4 hours of writing and research per post. Handles keyword research, outline generation, content writing, and SEO formatting automatically.
 - ◆ **Product Page Builder:** AI workflow generating a complete, SEO-optimized product page from a product name and reference link, including specifications, table data, and marketing copy, saving 30+ minutes per page and compounding across high-volume catalogs.
- Tested and optimized automations, AI agents, and data workflows by troubleshooting failed steps, refining prompts, and improving workflow logic to reduce errors and increase reliability.

TJ Maxx

Sales Associate | 2022 – 2023

Volt Workforce Solutions

Warehouse Technician | 2021 – 2022

EDUCATION & CERTIFICATIONS

High School Diploma

Coursera Certifications

- Foundations of Digital Marketing and E-commerce | Google
- Foundations of Project Management | Google
- Foundations: Data, Data, Everywhere | Google
- Google Sheets | Google Cloud