

Leary Labanlic

learylabanlic@gmail.com | [linkedin.com/in/learylabanlic](https://www.linkedin.com/in/learylabanlic)

PROFESSIONAL SUMMARY

Marketing strategist and AI builder with 4 years of complex marketing, customer-data, and operational challenges into shipped software and measurable outcomes. Bridges brand and build: designs go-to-market strategy, instruments digital campaigns, and ships the custom AI tools behind them — retrieval-augmented assistants, automated reporting pipelines, and real-time dashboards — driving 70% warm-lead win rates while saving organizations hundreds of thousands of dollars and hundreds of staff hours. A rare hybrid who synthesizes business, data, design, and AI engineering to ship fast, prove impact, and help cross-functional teams thrive.

PROFESSIONAL EXPERIENCE

AGM Real Estate Group, LLC — Marketing Strategy & Technology Lead Bellevue, WA | April 2025 - Present

- Designed and shipped an AI document-intelligence platform (React + Cloudflare Pages/Workers/D1/R2 + Anthropic Claude) using a retrieval-augmented agentic assistant with automated citation verification and a golden eval suite — collapsing document search and review-response across 45+ properties from hours to seconds and saving 15+ staff hours weekly.
- Built an automated owner-reporting pipeline (React + Python/ReportLab + Claude-generated narratives) that parses AppFolio exports, runs a 5-step financial-integrity check, and produces branded PDF reports — eliminating manual report assembly, scaling toward 200 reports/month, and saving an estimated \$250K annually in staff time.
- Developed real-time operational tooling — a live KPI dashboard with automated AppFolio data pipelines (Google Apps Script → Cloudflare D1, 30-minute refresh) and a 22-property tour-booking and listings platform (Workers, D1, Mapbox) — automating manual reporting and lead capture and recovering 60–90+ staff hours monthly.
- Developed measurement frameworks and analytics dashboards using Power BI and Google Analytics 4 to track marketing KPIs, attribution, and campaign performance — synthesizing complex data into clear insights that accelerated executive decision-making 85% and achieved 3.2x ROAS.
- Architected a template-driven, multi-site marketing platform (Astro/TypeScript, one codebase powering 45 property microsites) with embedded conversion analytics (PostHog, Microsoft Clarity) and a named event taxonomy — turning static brochures into instrumented digital experiences that feed behavioral data back into continuous creative optimization.
- Re-designed and templated corporate proposals and outreach across print and instrumented digital micro-sites, and architected targeted MLS-sourced outreach campaigns — achieving a 70% win rate on incoming warm leads and turning ad-hoc outreach into a repeatable, data-driven pipeline.

Wellpack Supplies Inc. — B2B Marketing & Growth Consultant Seattle, WA | January 2024 - April 2025

- Delivered high-quality work products translating B2B sales and marketing challenges into clear activation plans, developing integrated campaigns across email, SMS, and digital channels that achieved 28% engagement lift and \$425K revenue impact.
- Supported measurement and optimization efforts through A/B testing protocols and performance analytics, highlighting tangible marketing outcomes including acquisition of 136+ enterprise clients and \$85K partnership revenue generation.
- Built centralized content supply chain and digital asset management system, streamlining creative operations to reduce production cycles 40% while ensuring brand consistency across customer touchpoints.

Pathrise — Marketing & Customer Experience Consultant San Francisco, CA (Remote) | July 2023 - January 2024

- Conducted assessment of CRM and marketing automation capabilities across 500+ accounts, redesigning customer data architecture, lead scoring methodology, and journey orchestration to accelerate sales velocity 40% and generate \$250K+ recurring revenue.
- Created customer-focused digital experiences including landing pages and marketing materials, applying UX best practices and data storytelling to achieve 12% conversion improvement and \$220K revenue impact through personalized messaging.
- Developed marketing strategy leveraging SEO optimization and competitive intelligence to improve organic rankings 15% for 50+ keywords, positioning organization as thought leader and capturing high-intent customer segments.

curaJoy Behavioral Health — Marketing Transformation & Product Strategy Consultant Seattle, WA | June 2022 - July 2023

- Led marketing transformation initiative for behavioral health SaaS platform, assessing operating model and content supply chain to develop future-state capabilities that eliminated 50% of operational inefficiencies and accelerated time-to-market 15%.
- Developed actionable roadmaps and requirements for B2B healthcare partnerships, creating data-backed frameworks and presentations that secured \$25K+ funding and established 10+ strategic relationships.
- Facilitated cross-functional alignment across product, clinical, and marketing teams, translating user research into a prioritized roadmap that shipped [X] features and improved [activation / retention] by [X]%.

CORE COMPETENCIES & CAPABILITIES

Marketing Strategy & Growth: Capability Assessments, Go-to-Market Strategy, Customer Journey Mapping, Personalization, Marketing Automation

AI Engineering: Retrieval-Augmented Generation (RAG), Agentic Systems & Tool Use, Prompt and Harnesses Engineering, Evals, LLM Integration (Claude), Vector Search

Full-Stack & Product Design and Engineering: React, Astro, JavaScript/TypeScript, Python, Cloudflare Edge (Workers, D1, R2), API & Database Design, UX Design

Measurement & Analytics: Marketing Attribution, KPI Alignment, A/B Testing, Conversion Analytics (PostHog, Clarity), Power BI, Google Analytics 4 Platforms & Tools: Salesforce, HubSpot, Webflow, WordPress, Adobe Creative Suite, Figma, Jira

EDUCATION & CERTIFICATIONS

University of Washington — B.A. Community Communications & Urban Planning | Minors: Marketing, Design | June 2022

Certifications: Google Digital Marketing & E-Commerce • HubSpot Digital Marketing