

Jeremy Ralston

Quakertown, PA (Remote US)

Marketing Engineer, Content Ops Automation

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Summary

Marketing engineer and content-ops automation builder who replaces manual marketing workflows with deterministic and LLM-assisted systems across web, email, CRM, and analytics. Built promotion and reporting engines with QA gates and structured data to ship polished assets faster, improve data integrity, and deliver decision-ready performance insights.

Core Skills

- AI-assisted workflow automation (content, reporting, and operations)
- Validation, QA gates, and risk reduction
- KPI dashboards and narrative reporting automation
- Cross-functional stakeholder alignment and documentation
- Brand-accurate creative systems and execution
- Content and promotions engines (intake → rules → generation → QA → publish)
- API-driven workflows and integrations
- Data quality and governance
- SEO, Answer Engine Optimization (AEO), and AI Optimization (AIO) (JSON-LD structured data, technical SEO)

Tooling

Next.js, Supabase, Postgres, Vercel, TypeScript, Python, Playwright, Claude Code, WordPress, Shopify, Craft, Joomla, JavaScript, HTML, CSS, SQL, PHP, Google Analytics 4, Google Tag Manager, Looker Studio (Data Studio), Google Search Console, Parcel.io, Mailchimp, Constant Contact, MJML, GitHub, VS Code, Cursor, cPanel (Hosting/DNS), Cloudflare (DNS/SSL), Adobe Creative Cloud

Experience

2014 - PRESENT

Senior Digital Strategist, Digital Marketing Lead

The Thompson Organization (Doylestown, PA)

- Designed and built a promotions content engine that generates publish-ready marketing assets (pages, email, social copy, JSON-LD schema, FTC-compliant disclaimers, and banners) with brand-accurate, polished output; cut promo production time by ~90% (~32 hours to ~3 hours), landing pages to ~20 minutes each including publishing, and promo emails by ~92% (from ~4 hours to ~20 minutes per campaign).
- Built automated KPI pipelines combining GA4, CRM, and email data to produce standardized dashboards and narratives; reduced monthly reporting effort from ~8 hours to ~30 minutes.
- Owned the lead-to-reporting pipeline across marketing channels and CRM by defining tracking standards, enforcing QA, and fixing data integrity issues.
- Built modular email template systems (HTML/CSS) to improve consistency and accelerate campaign production; reduced build time by ~60%.
- Built and maintained web experiences (HTML/CSS/JavaScript), improving measurement hygiene through consistent tagging, GTM governance, QA checklists, and disciplined asset organization.

2025 - 2026

Web Engineer (Contract)

Independent Contract Project (PennDOT / I-95) (Remote)

- Built a custom WordPress plugin (PHP + JavaScript) that renders an interactive current-projects map for a PennDOT program and I-95, integrating the PennDOT API to plot active construction routes and surface project details on click.
- Delivered a responsive map UI with clean CMS editing for non-technical updates.

2006 - 2014

Team Lead, Web Development

Sitecats Web Development (Doylestown, PA)

- Led a team of up to six designers and developers delivering CMS websites end-to-end for small business clients.
- Ran analytics reviews and reporting, translating performance data into concrete site and campaign improvements.
- Trained clients on CMS usage and created documentation and playbooks so non-technical users could self-serve content updates.

2005 - 2007

Assistant Website Manager

ECRI Institute (Plymouth Meeting, PA)

- Maintained website and intranet content and supported CMS transition activities.
- Participated in QA and staging validation to ensure clean releases and stable content updates.