

Tyler Moncrieff  
Charlotte, NC |  
tyler@rankops.net |  
(828) 471-0032  
<http://linkedin.com/in/tyler-moncrieff> | [rankops.net](http://rankops.net) |  
<https://github.com/dosmonc> | <https://dev.to/rankops> |

## PROFESSIONAL SUMMARY

Technical marketing operator and founder with deep experience in AI visibility (GEO/AEO/SEO), brand positioning, workflow automation, and customer acquisition for local service businesses and founder-led ventures. Strong in prompt writing, response refinement, content strategy, and translating complex technical systems into clear, high-performing marketing assets. Proven track record of building systems that drive measurable results with minimal friction.

Ideal for roles requiring marketing judgment, AI output evaluation, and practical execution across brand, content, and automation.

## CORE SKILLS

Brand strategy and positioning, digital marketing and growth campaigns, copywriting and content optimization, prompt writing and response refinement, AI visibility / SEO / AEO / GEO, market research and competitor analysis, audience targeting and messaging, lead generation and outbound strategy, workflow automation (Zapier/Make/Python), Google Sheets/Apps Script, client communication and stakeholder management, conversion-focused landing pages, data-driven decision making, systems design and lean operations.

## PROFESSIONAL EXPERIENCE

Founder / Operator — RankOps.net, Charlotte, NC  
2024 – Present

- Built AI visibility agency helping local service businesses (HVAC, roofing, dental, real estate) get cited in AI answers at city/neighborhood level using static HTML + JSON-LD schema.
- Designed SEO/AEO/GEO systems improving visibility in Google and AI search (ChatGPT, Perplexity, Gemini, Google AI).
- Created proof assets (prompt tests, visibility audits) to demonstrate value and support client acquisition.
- Managed end-to-end marketing: copy, technical implementation, automation, forms, Sheets, and workflows.
- Built lean, scalable systems for lead intake, follow-up, and reporting using Zapier, Make, Google Sheets, and Python.

Founder — Buy Sell Land NC LLC, North Carolina  
2023 – Present

- Built outreach systems for vacant land wholesaling: skip tracing, seller outreach, cash buyer acquisition across NC counties.
- Developed data-driven marketing workflows with lead lists, automation, and niche real estate messaging.
- Managed funnel logic, follow-up sequences, and buyer/seller communication strategy.

Automation & Marketing Consultant — AIAutomationAlly, Remote  
2023 – Present

- Designed automations for small businesses using Zapier, Make, Python, Google Sheets, Google Apps Script.
- Streamlined marketing and operations workflows to improve speed, consistency, and follow-up cadence.
- Created practical systems for lead handling, content routing, and administrative task reduction.

Founder / Creative Director at fatherdust.com, Remote  
2022 – Present

- Built music brand focused on content creation, digital presence, and release strategy.
- Wrote, produced, and packaged creative assets for audience growth and distribution.
- Handled brand direction, messaging, and platform strategy across web and social channels.

## SELECTED PROJECTS & TECHNICAL SKILLS

### AI Visibility & Marketing Systems

- Built static HTML marketing sites with JSON-LD schema to improve AI citation at neighborhood level.
- Created AI prompt tests and visibility audits as proof assets for prospects.
- Developed SEO/AEO/GEO frameworks focused on local service businesses in NC and expanding nationwide.

### Automation & Workflow Design

- Designed multi-step workflows in Zapier and Make for lead intake, follow-up, and reporting.
- Built Python scripts for data processing, lead filtering, and system integration.
- Implemented Google Apps Script automations for Sheets-based operations and reporting.

### Brand & Content Strategy

- Created positioning and messaging for multiple founder-led brands (RankOps, Buy Sell Land, fatherdust, AIAutomationAlly).
- Wrote copy for landing pages, outreach sequences, and service descriptions.
- Developed content frameworks balancing technical depth with clear, accessible language.

## TOOLS & STACK

Web & Hosting: Cloudflare Pages (static HTML), GitHub, VS Code  
Automation: Zapier, Make, Python, Google Apps Script, Google Sheets  
Forms & Scheduling: Tally forms, Calendly  
Payments & Email: Stripe, Resend  
AI & Research: Perplexity AI, Claude AI / Claude Code, Gemini AI  
Analytics & Data: Google Sheets, SQL (basic), custom reporting

## EDUCATION

### GED

AI Workplace Proficiency Cert.  
Superhuman AI Academy, 2024  
<https://education.superhuman.ai/certificates/dq6k7a733d>

Head Of AI In A Day Cert.  
Section, 2026  
[https://www.credly.com/badges/0395f0c3-ecea-4f00-a36c-ddaaac121acd/public\\_url](https://www.credly.com/badges/0395f0c3-ecea-4f00-a36c-ddaaac121acd/public_url)

Official AI Skills & Fluency Certificate  
AISA, 2026  
<https://aisa.to/certificate/AISA-17796594-HDBP>

Google AI Prompt Engineering Cert.  
Google x Coursera, 2025