

CONNOR GILLILAND

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AI application builder with experience in recruiting, customer service, and content marketing. Built an HR onboarding application now used by Semperfi Heating & Cooling, plus AI automations for email, spreadsheets, and reporting. Uses AI-assisted development to turn business needs into practical applications and workflows. Combines workflow design, hands-on prototyping, and visual storytelling to simplify processes and communicate clearly.

EXPERIENCE

Semperfi Heating & Cooling | Recruiter (previously CSR) - Mar. 2026 - Present

- Joined as a Customer Service Representative in March 2026; promoted to Recruiter in August 2026.
- Built an HR onboarding application now used by Semperfi Heating & Cooling to support its employee onboarding process.
- Designed a workflow that brings new-hire information, documents, signatures, and HR review into one application, with clear steps for employees and the team reviewing their onboarding materials.
- Built AI automations connecting email, spreadsheets, and reporting, with event-triggered data updates and automatic weekly report delivery.

Cove Communities | Social Media & Content Manager - (Contract) | Aug. 2023 - Jan. 2024

- Managed social media accounts across multiple platforms, tailoring content to target audiences and increasing engagement by 150%.
- Planned and delivered content across social and digital channels, combining SEO, campaign planning, and performance reporting.
- Used paid campaign and email performance data to refine messaging, improve engagement, and guide content decisions.
- Managed on-page, off-page, technical, and local SEO to improve website visibility and support organic growth.

Victory Outreach | Marketing and Content Director - (Full Time) | Jan. 2015 - Jan. 2022

- Led cross-functional teams of 20+ across design, content, and media operations. Established production workflows and creative standards to coordinate campaign delivery and maintain consistent quality.

- Managed brand voice across social media, web, email, print, and multimedia, keeping messaging consistent across channels.
- Built reporting systems to track social, email, and SEO performance, using the findings to guide content strategy and campaign improvements.
- Developed content and digital marketing strategies to clarify brand positioning, increase visibility, and support audience growth.

EDUCATION

Associate Degree in Graphic Design
GPA: 3.90

Antelope Valley College
Aug. 2009 to June 2011

CERTIFICATIONS

- Google AI Fundamentals Certification
- ChatGPT for Content & Business Applications
- Claude AI Prompt Engineering

AI APPLICATION PROJECTS

- **CORE OS** - Built an interactive business-workspace prototype connecting workforce, dispatch, marketing, and reputation workflows, with shared context and human approval controls.
- **Fieldwork** - Built a business-prospecting prototype with fictional research, company profiles, and editable outreach drafts that can be saved and exported.
- **Nourish** - Built a mobile nutrition prototype with voice or typed food entry, editable nutrition estimates, personalized setup, meal planning, and habit-based progress. Uses demo averages and browser-local storage.
- **LURN AI** - Built a mobile learning prototype with personalized paths, lessons, practice, and progress tracking. Uses prepared content and a scripted tutor.

AI Development & Automation

ChatGPT + Codex
Claude + Claude Code
Google Antigravity

Hermes - AI Agents
GitHub - Code Hosting
Railway - Deployment