

Selected Project Stack Examples

This sheet highlights a mix of strategic playbooks and real-world project implementations I've designed and delivered. Each example shows both the **systems-level thinking** required and the **hands-on execution** needed to bring those systems to life.

- **Playbooks** demonstrate the frameworks I've created to solve recurring growth, attribution, and enablement challenges.
- **Case Studies** show how those frameworks were applied to specific projects, products, or campaigns—proving outcomes in real environments.

Result: A track record of building scalable systems *and* delivering measurable business impact.

Project / Case	Core Stack / Tools	Key Deliverables	Business Impact
Reporting & Attribution Engine	GA4, BigQuery, CRM, Looker	Revenue attribution dashboards, campaign ROI reports, pipeline velocity tracking	Marketing, Sales, and Finance aligned on one source of truth; reduced reporting disputes; faster budget decisions
AI-Enhanced Content Engine	OpenAI, SEO Tools, WordPress, Gravity Forms/View, CMS, Zapier	AI-generated briefs & drafts, SEO optimization, internal linking	Increased content throughput 5x; content quality + SERP visibility improved
Strategic Reset Playbook	GA4, CRM, AI agents, Excel	Breakpoint Map, Reset Execution Board, Reset Meeting Guide	Funnels realigned in days not quarters; regained pipeline momentum
Restafy (Startup MVP Launch)	WordPress, Gravity Forms/View, custom APIs, Twilio, Stripe, Zapier	MVP architecture, AI-driven features, GTM plan	Delivered MVP under aggressive timeline; secured first enterprise clients
QAT Global Affiliate Program	WordPress, Gravity Forms/View, CRM, Automations, Custom API	Tiered commission structure, referral dashboards, legal disclaimers	Launched new growth channel; extended reach into enterprise accounts without incremental headcount
Nearshore Delivery Campaign (QAT Global)	HubSpot, LinkedIn Ads, Google Ads, Facebook Ads, Social Media	ABM strategy, campaign dashboards, sales alignment playbooks	Increased qualified Omaha-area leads; positioned nearshore teams

Bold Moves. Limitless Future.

This page is fuel.
Clarity. Boldness. Forward motion.
Find more tools that spark progress at SterlingPhoenix.net