

Therron Humphrey

Operations & Systems Specialist | Workflow Automation | CRM Architecture

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PROFESSIONAL SUMMARY

Self-taught operations and systems professional with 5+ years building and managing automated workflows, CRM pipelines, and data-driven fulfillment processes across B2B, nonprofit, and startup environments. Deep hands-on experience with API integrations, JSON data parsing, trigger-based automation logic, and custom SaaS development using Supabase. Proven track record of identifying operational bottlenecks and building scalable backend solutions that reduce manual overhead and improve process throughput. Eager to bring this experience into a Salesforce ecosystem and grow within Cherokee Nation's technology infrastructure.

CORE COMPETENCIES

CRM Architecture and Automation

Pipeline and stage automation, trigger-based sequencing, conditional logic workflows, lead lifecycle management (GHL, Salesforce-equivalent methodology)

API Integration and Data Handling

RESTful API consumption, JSON parsing and data transformation, webhook configuration, third-party platform integration

SaaS Development and Databases

Supabase (PostgreSQL), custom internal tooling, front-end and back-end coordination, user-facing dashboards

Workflow and Process Automation

GoHighLevel, Make.com, Zapier; multi-step automations with branching logic, error handling, and delivery optimization

AI Agent Development

Autonomous AI agents for admin task completion, voice AI systems, AI-assisted proposal generation

Business Operations

B2B fulfillment process design, vendor coordination, SLA management, cross-functional team ops, startup scaling

Supporting Technical Skills

HTML, CSS, Google Apps Script, Microsoft Excel, Microsoft Word, Microsoft Office Suite, Google Workspace

PROFESSIONAL EXPERIENCE

Head of Operations

Growth and Expansion Capital Services (GECS)

- Led operations for a B2B government contracting startup, overseeing internal process design, client fulfillment tracking, and team workflow management.
- Built an internal SaaS sales tracker using Supabase, giving leadership real-time visibility into deal stages, pipeline health, and revenue projections.
- Developed an AI-powered internal proposal writing tool that streamlined bid preparation for government contracts, reducing turnaround time across the team.
- Managed stage and pipeline automation logic across the CRM, using conditional triggers to route leads, assign tasks, and escalate stalled records automatically.
- Designed contractor onboarding workflows and commission structures, including a formal Independent Contractor Agreement with tiered split logic.

Head of Fulfillment and Operations

Live Human AI

- Owned end-to-end fulfillment operations for a voice AI startup, managing client onboarding pipelines, deliverable workflows, and SLA accountability across all active accounts.
- Built a custom internal SaaS front end using Supabase to centralize client data, track fulfillment status, and surface operational bottlenecks in real time.
- Developed autonomous AI agents to handle recurring admin tasks, reducing manual workload and improving process consistency for the delivery team.
- Designed and maintained trigger-based communication sequences (SMS and email) using CRM automation logic equivalent to Salesforce Flow and Journey Builder functionality.
- Collaborated directly with Co-Founder Josiah Graves to define and optimize the operational architecture as the company scaled.

Automation and Systems Consultant

Freelance, Various Coaching and Sales Organizations

- Contracted with multiple coaching and business opportunity companies to architect and implement automation systems across GoHighLevel, Make.com, and Zapier.
- Built multi-step lead nurture sequences with branching logic, handling thousands of contacts through email and SMS pipelines with delivery rate optimization.
- Designed and launched a networked relationship CRM to help sales professionals systematically build and track referral networks using relational database logic.
- Worked directly with recognized industry names including Kris Krohn and Robert G Allen, as well as growth-stage operators like Bailey Kramer (Co-Host, Freedom) and Josiah Graves.

High-Ticket Sales Professional

Various Sales Organizations

- 5+ years closing high-ticket offers across coaching programs, business opportunities, and real estate portfolio investments.
- Applied NEPQ-based sales methodology and helped develop a cold calling playbook used to train a team of sales setters.
- Consistent track record of consultative selling in complex, relationship-driven B2B and B2C environments.

NOTABLE PROJECTS

Internal Sales Tracker SaaS (GECS)

Built a full internal SaaS application on Supabase to track B2B sales pipeline data, deal stages, and rep performance. Replaced manual spreadsheet tracking with a live relational database and custom front-end dashboard.

AI Proposal Writing Tool (GECS)

Developed an internal AI-powered tool enabling client-facing proposal generation with structured input fields, dynamic content output, and version tracking stored in Supabase.

Voice AI Front-End Platform (Live Human AI)

Architected and built the client-facing SaaS interface for a voice AI product, integrating with backend AI services via API and surfacing call data, logs, and account status to end users.

Networked Sales CRM (Independent)

Designed a relational CRM system for sales professionals to map, track, and grow referral networks. Combined database views, automation triggers, and custom properties to replicate full CRM pipeline behavior.

Personal Builds

iPad Dash Integration System

Designed and developed a fully custom in-vehicle iPad integration to replace the factory head unit. Researched and selected compatible software solutions, configured the iPad OS environment for automotive use, and designed a custom dash panel to house the unit. Project required detailed planning, iterative design decisions, and sourcing purpose-built applications to replicate and extend factory vehicle controls through a modern touchscreen interface.

Custom 3rd Brake Light and Chase Light System

Designed and built a custom programmable brake and chase light assembly from scratch. Involved wiring logic, controller configuration, and fabricating a housing solution to integrate cleanly with the vehicle body.

PLATFORMS AND TOOLS

CRM and Automation	GoHighLevel (GHL), Make.com, Zapier, Salesforce (in progress)
Database and Backend	Supabase (PostgreSQL), Google Apps Script, RESTful APIs, JSON
AI and Development	Anthropic API, AI Agent Frameworks, Webhook Configuration
Productivity and Office	Microsoft Excel, Microsoft Word, Microsoft Office Suite, Google Workspace, Notion
Markup and Scripting	HTML, CSS, JavaScript (foundational)

EDUCATION AND SELF-DIRECTED DEVELOPMENT

Self-Taught Technologist • Ongoing

All technical skills acquired through independent study, applied project work, and hands-on platform exploration. This includes CRM architecture, API integration, database design, AI agent development, and front-end development. Committed to continuous learning and rapid skill acquisition in new tools and platforms, including formal Salesforce certification.

REFERENCES

James Lawrence

Co-Founder, Bergs Recovery

+61 439 393 402 • James@bergsrecovery.com

Collaborated with James on operations projects across multiple engagements. He is based in Australia.

Andrew Bennett

Fractional CTO, Live Human AI

(843) 290-3895 • Abovechattanooga@gmail.com

Worked alongside Andrew at Live Human AI where we partnered to identify backend bottlenecks and develop solutions to improve fulfillment infrastructure.

Hunter Allen

Business Associate, Allen Organization

Available upon request

Connected through shared work in the Kris Krohn and Robert G Allen coaching and investing organizations.