

Guy Stevens

AI Automation Engineer | Agentic Systems Builder
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PROFESSIONAL SUMMARY

AI and automation engineer with six years spent building the systems behind lead generation and appointment booking. First running ad accounts and closing sales face-to-face, now designing and shipping the AI agents that do both automatically. Led teams of up to six as a media-buying department head and an in-home sales closer, then went solo to build Dually: a working AI platform that texts back and forth with leads, qualifies them, and books them straight onto a calendar, built, sold, and run with no team and no outside funding.

PROFESSIONAL EXPERIENCE

Founder & Lead Engineer | Dually

Remote | 2025 - Present

- Built the whole pipeline myself: Meta ad leads flow into a funnel I coded in Next.js, get qualified by a text-based AI agent I built, then land straight on the calendar, no manual work anywhere in between.
- Rebuilt the qualifying agent from scratch in n8n after outgrowing the original version, with the compliance rules written directly into the code so a regulated industry like insurance can't get burned by the AI improvising.
- Set up a review process where I check real conversations myself and turn the good ones into updated playbooks, so the agent keeps getting better without retraining a model.
- Also built an internal tool that maps every AI agent and automation in the business and can spin up new ones on its own, plus a migration tool that moved 11 workflows, and database tables to a new platform in a single run (less than 5 minutes).

Licensed Life Insurance Agent | Senior Life Insurance Company

Dec 2024 - Dec 2025

- Sold IUL, Final Expense and retirement-focused insurance policies directly to clients.
- Got tired of buying leads that went nowhere, so I built my own ad funnel, CRM, and follow-up system to keep my calendar full.
- That system worked well enough that I turned it into Dually. I realized every other agent had the same lead problem I did.

In-Home Closer & Funnel Builder | Freedom Forever

Seattle, WA | Jan 2024 - Jun 2025

- Closed residential solar deals in-home, and personally closed every appointment my team of 6 door-to-door setters booked.
- Built the lead-gen funnel myself, and it ended up becoming the standard setup every sales team in Washington used to book appointments.
- Rebuilt it for each new state the company launched in, so it became the go-to system company-wide, not just in Washington.

Department Head | Pool Builder Marketing Pros / Techfaktor

Aug 2022 - Nov 2023

- Started as the agency's only media buyer, then built and ran a team of 4 as the

department grew, handling hiring, training, all of it.

- Oversaw every client ad account at an agency doing \$3M+ a year in revenue.
- Responsible for strategy and results on \$100K+ in monthly ad spend across every active client.

Freelance Digital Marketing Services

2021 - 2023

- Ran my own digital marketing agency solo, building lead-gen campaigns and websites for home service businesses.
- Handled everything myself: sales, strategy, building the campaigns, running them, and optimizing. No employees, no subcontractors.

EDUCATION & CERTIFICATIONS

Education: California State University, Chico

Certifications: Anthropic (Claude 101, AI Fluency, Claude Code, Claude Platform 101) ·

N8N Academy Certified · Google Ads Certified · Meta Ads Certified · Hemon X M.A.A.D.

Certification (Media Buying/Marketing)