

SEAMUS HILLERY

B2B Sales · Systems Builder · Growth Strategist

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MARKETING RESEARCH AI AUTOMATION LEAD GENERATION

Entrepreneur specializing in marketing research, social media, and lead generation — building systems that turn insights into revenue. *I look for market inefficiencies — gaps where businesses are leaving money on the table — and ship the system that closes them.*

EXPERIENCE

Co-Founder *Musketeer Development LLC* — AI services agency **JUL 2025 - DEC 2025**

- ▶ Co-founded an AI services agency targeting small and medium-sized businesses, specializing in voice agents, chatbots, and workflow automation.
- ▶ Built and deployed AI systems using RAG architecture and vector databases, integrating with Slack, Airtable, and HubSpot.
- ▶ Conducted competitive research and built outreach sequences to identify and target qualified business owners.
- ▶ Designed portfolio assets independently: ROI calculator, AI sales coach web app, lead generation system, and social content tools.

Member Services Associate *Platinum Fitness* — East Amherst, NY **DEC 2025 - JUN 2026**

- ▶ Manage front-desk operations including member check-ins, facility upkeep, and daily opening and closing procedures.
- ▶ Convert walk-in prospects into new memberships through one-on-one conversations and a consultative, low-pressure sales approach.
- ▶ Build ongoing relationships with a close-knit member base, creating a welcoming environment that improves retention.

Marketing Intern *Brew & Bond Coffee* **FEB - MAY 2025**

- ▶ Created content to grow brand awareness and educate beginners on home coffee brewing.
- ▶ Monitored social media analytics and adjusted posting strategy to improve reach and engagement.
- ▶ Maintained a consistent brand voice across platforms as part of a small team.

Sealer & Truck Driver *Autumn Paving, Inc.* — Amherst, NY **SUMMER 2024 - 2025**

- ▶ Applied sealant to pavement surfaces ensuring quality finish on residential and commercial jobs; operated company trucks across job sites; completed projects under tight deadlines as part of a fast-moving field crew.

EDUCATION

Xavier University — Marketing *Cincinnati, OH* **AUG 2024 - MAY 2025**

- ▶ Studied marketing principles, consumer behavior, and brand strategy. Dean's List, Second Semester. Live strategy pitch to a real business owner as part of Marketing 300 coursework.

University at Buffalo *Buffalo, NY* **AUG 2025 - DEC 2025**

- ▶ On an intentional leave to avoid additional student debt; will return to study Professional Selling & Communications, funded in full.

SKILLS

AI & Automation: Claude · ChatGPT · Gemini · RAG · Vector DBs · Prompt Engineering · No-code tools

Marketing: Instagram · Content Strategy · Analytics · Campaigns · UGC

Technical: Airtable · HubSpot · Supabase · Vercel · Slack API

SELECTED PROJECTS

Higgsfield AI Campaign — 9-frame ad creative series built end-to-end with generative AI tools.

AI Sales Coach — Web app with glassmorphism UI and persistent memory for sales workflows.

Lead Generation System — Automated homeowner leads with property data enrichment and quote estimation.

ROI Calculator — Interactive tool for home-service businesses to quantify AI automation value.

CREDENTIALS · AWARDS · LANGUAGES

Credential: Google Digital Marketing & E-commerce — Professional Certificate, 8 courses — Coursera, Sep 2025 — Cert ID 1AMUG0KOWWJZ

Award: Marketing 300 — Competition Winner. Live strategy presentation to the owner of Day's Pharmacy, Xavier University.

Languages: English (Native) · Italian (Beginner-Intermediate)

Portfolio + case studies: seamushillery.com