



Joe Gray

Creative marketing, run like an operation.

Brand and differentiation strategy, a company website, sell sheets and outbound email, then marketing and finances for about 25 events and retreats, the largest about 300 attendees. Today I run AI agents I designed that post short-form video to YouTube and Instagram, and one message hub that brings Instagram, email and my messaging apps into one place.

joegray@fastmail.com | [linkedin.com/in/joe-y-gray](https://www.linkedin.com/in/joe-y-gray) | SF Bay Area, open to remote | Full-time, part-time or contract | Available to start now

WHAT I DO FOR A MARKETING TEAM

- **Short-form video.** I designed AI agents that post short-form video to YouTube and Instagram by computer use.
- **Brand and web.** Brand and differentiation strategy, sell sheets, the website, an SEO and SEM vendor, and outbound email to professional services firms.
- **Event marketing.** Marketing, copywriting, venues, invitations and event finances for about 25 events and retreats, the largest about 300 attendees.
- **Design and media.** My own studio as owner and marketing director, then marketing and media design at Cocrea. First place at the North Bay Createathon; the \$25,000 ad campaign prize went to a teammate's company.

THE AI SYSTEM BEHIND MY POSTING

In about April 2026 I started building a personal multi-agent AI system. I designed it, directed the build, and operate it every day. It runs my day-to-day operations.

8

AI agents, 6 active

ABOUT 700

tasks and
messages a week

ABOUT 35

agent decisions a
week I review

ABOUT 10

hours a week
saved

- **Inbox triage.** Agents triage and draft email. An approval card comes before anything is sent.
- **Budget.** Agents track the budget and forecast what is ahead.
- **Time audits.** Agents run time audits, so I can see where the hours go.
- **Short-form video.** Agents post short-form video to YouTube and Instagram by computer use.
- **One message hub.** iMessage, WhatsApp, Signal, Instagram and email in one place.

HOW I WORK

- **A yes before anything goes out.** In my own system nothing in the message hub is sent until I approve it, and I review about 35 agent decisions a week. Your name on an email deserves the same care.
- **Discretion.** For a tech founder I handled confidential family, financial and scheduling matters under an NDA. Private stays private.
- **Write it down.** Checklists and SOPs for travel, household and vendors, run-of-show documents for events, and a written runbook for every agent.
- **Steady when it goes sideways.** I led a client's cloud data migration (about 50 users) through a server provider outage and finished with minimal data loss. When a retreat producer misallocated funds, I renegotiated, ended the contract, and the retreat still ran.

TOOLS

Creative and marketing: Canva, Figma, Adobe Photoshop, Adobe Premiere, CapCut, Squarespace, WordPress, Shopify, Hootsuite, Meta Business Suite

AI and automation: Claude, Claude Code, OpenAI Codex, ChatGPT, Gemini, Perplexity, Zapier, n8n

Workspace: Google Workspace, Microsoft Office, Excel, Slack, Notion, Trello, DocuSign, Zoom, Calendly, QuickBooks

EXPERIENCE

AI Operations

Independent project

Apr 2026 to present

- Designed and operate a personal multi-agent AI system: 8 agents, 6 active, about 700 tasks and messages a week.

CEO

Executive Edge, LLC

Sep 2024 to present

- Executive health and performance coaching business for executives and high-net-worth clients.

Executive Assistant / Personal Assistant

Private principal (tech founder)

Mar 2023 to Feb 2024

- Managed the calendar, flights, charters and ground transportation; arranged about 20 trips in 12 months.

Executive Assistant to the CEO and Managing Partner

Symbio (managed IT services)

Jan 2021 to Dec 2022

- Wrote checklists and SOPs, and worked with PR groups and publishing outlets on content in international publications.

Event and Retreat Producer

Self-employed

Jan 2018 to Dec 2021

Marketing and Media Design

Cocrea

2017 to 2019

Marketing Lead (part time)

Symbio (managed IT services)

Jan 2016 to Aug 2016

Owner and Marketing Director

Studio Gray

2011 to 2014