



# Danny Yanko

Solutions Architect & Systems Builder

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## WORK EXPERIENCE

### Solutions Architect & Marketing Manager

#### Mixed Sweet Media

2022 – Present

Build AI-powered automation systems and lead marketing operations for enterprise clients including Parkland and Canada Beef. Delivered 200+ training videos, achieved 615% campaign ROI, and created systems generating 20:1 efficiency gains.

### Marketing Manager & IT Support

#### Summit Kids

2017 – 2019

Managed full marketing operations and cross-functional project coordination. Authored 50+ SOPs to systematize workflows. Coordinated multi-site initiatives and stakeholder alignment.

### Independent Creative & Systems Builder

#### Consulting

2011 – 2022

Built marketing operations for clients across healthcare, energy, and tech. Delivered multilingual platforms, achieved 6:1 ROI on SEO/PPC campaigns, and opened 4 new B2B distribution channels.

## SYSTEMS I'VE BUILT

### International Trading Platform

Full-stack rebuild of B2B2C trading platform. 52-table normalized schema, 3.7M+ production rows, multi-currency support, and regulatory compliance across jurisdictions.

React Node.js TypeScript SQL Server

### AI Email Triage System

Production system processing Office 365 emails through Claude AI for intelligent categorization, then routing to Asana with proper project assignment.

Node.js Claude API Microsoft Graph Asana API

### Enterprise Analytics Dashboard

Real-time analytics for 2000+ fuel station locations with RBAC, territory management, and performance leaderboards for Parkland/Sunoco.

React Supabase PostgreSQL Row-Level Security

## TECHNICAL SKILLS

### AI & AUTOMATION

Claude API OpenAI API Prompt Engineering  
Multi-Agent Systems CrewAI

### DEVELOPMENT

TypeScript Python JavaScript PowerShell SQL

### FRAMEWORKS

Next.js React Node.js Supabase

### MARKETING TECH

HubSpot Google Analytics Marketo Salesforce

### INFRASTRUCTURE

Linux/Debian WireGuard AWS SES Vercel PostgreSQL

### TOOLS

Git Asana Notion Final Cut Pro Figma