

HAWA ALI

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Marketing operator turning agentic AI into measurable commercial outcomes. 15 years across luxury, media, and DTC — from leading global advertising strategies and partnerships across News Corp's US, UK, and Australian business units to running three brands on a fully orchestrated multi-model AI stack. Build and operate cross-tool workflows spanning Claude, the Gemini ecosystem, and Make.com without writing code.

Selected Writing: "Why I'm Building With Agentic AI" — LinkedIn, June 2026 · [linkedin.com/in/hawaoali](https://www.linkedin.com/in/hawaoali)

OPERATING STACK

Reasoning & Orchestration: Claude AI, Claude Cowork, Claude Code, Gemini, ChatGPT (OpenAI), custom MCP architectures, structured skill files, scheduled task automation, multi-agent delegation patterns, Obsidian

Workflow & Integration: Make.com (custom scenarios authored end-to-end for Meta, Shopify, Klaviyo, Pinterest, Google Sheets), Pixel + CAPI server-side attribution, Shopify GraphQL + REST

AI Search & Visibility: GEO (Generative Engine Optimization), AEO (Answer Engine Optimization), llms.txt protocols, structured data optimization for AI consumption, brand-mention strategy across Claude · ChatGPT · Perplexity · Google AI Overviews · Gemini (current focus: Searchable AI Accelerator framework)

Creative Generation: Nano Banana (image), Google Flow + Veo (video), Opus Clips (long-form to short-form repurposing), Canva (brand-system design), Jasper, manual brand-voice prompt engineering

Performance Marketing: Meta Marketing API (campaign, ad set, creative, custom audience, CAPI), Google Ads (SEM, Performance Max, Hotel Ads), Klaviyo flows + campaigns, Pinterest, TikTok

Commerce & Analytics: Shopify, Printify, GA4, Microsoft Clarity, Loox, Porter Metrics

Workflow & Comms: Notion, Slack, Substack, Google Workspace, Adobe Illustrator (working)

SELECTED CASE STUDIES · INDEPENDENT MARKETING PRACTICE · Oct 2025 — Present

Eve's Essentials · *Founder & Operator* · The agentic playbook in market

Built end-to-end as a working demonstration of the AI marketing patterns I deploy for client brands and agency partners — battle-tested in live commercial conditions before being adapted for partner organizations.

- **Built and operate a full agentic AI marketing stack** — 10+ integrated MCPs across Meta Marketing API, Shopify GraphQL, Klaviyo, Make.com, Pinterest, GA4, Microsoft Clarity, Loox; 7+ scheduled tasks running daily/weekly diagnostics orchestrated through Claude Cowork.
- **Architected an automated morning standup** cross-referencing Klaviyo + Shopify truth-source revenue against Meta campaign performance, auto-flagging stop-loss triggers against industry benchmarks before 9:06 AM daily.
- **Launched live Meta Sales Campaign with multi-source attribution** — campaign architecture, audience targeting, UTM construction, and Pixel + CAPI integration designed around Shopify Customer Accounts redirect constraints.
- **Designed and produced the full creative slate for the campaign** — short-form brand videos (Veo + Google Flow), editorial static imagery (Nano Banana), FTC-compliant social-proof ads (Canva), and a 12-variant ad copy library maintaining brand voice consistency across formats.
- **Validated the agentic playbook across two consecutive Meta campaigns** — Traffic flight (44 days, \$540 spend, 92,974 impressions across three audiences) sustained 4.4% blended CTR (4x fashion DTC industry average; 2x "excellent" tier) at \$0.14 CPC (10x below industry), driving 3,854 link clicks and 2,037 landing page views; top-performing Baby Shower Onesie creative held 5.30% CTR over 14K impressions with 407 landing page views. Sales Campaign Day-0 hit 6.46% CTR (3x "excellent" tier) at \$0.57 CPC; top-performing Pisces Onesie video sustained 8.47% CTR at scale.
- **Executed full POD vendor migration (Gooten → Printify on SwiftPOD)** including SKU mapping, shipping zone reconfiguration, test order validation, and Klaviyo Placed Order event verification.
- **Apply multi-model LLMs (Claude, Gemini, OpenAI) as strategic thought partners** — drafting growth strategies and quarterly plans, building GA4 dashboards from scratch, structuring multi-channel campaign architectures, and stress-testing performance hypotheses before committing budget.

- **Architected structured "skill files"** codifying brand voice, editorial standards, working preferences, and operational history — treating context as a system rather than per-conversation re-explanation.

illi Collection · *Marketing Operator* · Multi-channel brand ops · Pinterest + IG

- **Operate illi's content distribution engine end-to-end** via custom Make.com scenarios — automated Pinterest pin distribution across product and model boards (20-60 daily), IG caption generation via Claude, content calendar orchestration, sheet-level metadata updates.
- **Designed and deployed AI caption generation workflow** maintaining brand voice consistency across hundreds of posts per month without manual copywriting.
- **Built batch update orchestration** for content calendar maintenance, reducing weekly content prep time from a half-day to a single Sunday automated run.
- **Integrated multi-model image and video generation** — Nano Banana for static product imagery, Google Flow + Veo for short-form video, Opus Clips for long-form-to-short repurposing — producing platform-native creative at scale.
- **Redesigned and rebuilt the illi Collection website end-to-end using AI tools** — site architecture, copy, layout, and brand-aligned visuals iterated through Claude, Gemini, and Nano Banana.
- **Agentic marketing infrastructure contributed to commercial traction** — illi commissioned by Puerto Rico's largest family-owned luxury hospitality and residential developer (Ritz-Carlton Reserve, Dorado in portfolio) for 700 bespoke handcrafted pieces for Georgetown University's John Carroll Weekend alumni gathering (April 2026); founder speaking pipeline now includes Impactiv · Dubai (June 2026).

Unscripted · *Co-Host & Content Operator* · Editorial podcast · Global distribution · Oct 2025 — Present

- **Co-host of editorial podcast** — 23 episodes published to date driving 500 podcast downloads, 40K+ YouTube views, and a 5,712-view algorithmic discovery spike in a single 48-hour window (June 2026); audience 53% female, dominant 25-54 age range, distributed across 100+ countries.
- **Architected automated content distribution pipeline via custom Make.com scenarios** — Opus Clips repurposes long-form episodes into short-form clips published across YouTube, Spotify, and social channels with zero manual upload. Pipeline producing measurable algorithmic surfacing: 98.7% new viewers and 80.3% non-subscriber watch time in latest 48-hour discovery window.
- **Demonstrates the agentic content production model** — sustainable cadence and global audience reach built entirely on AI orchestration, without traditional content team overhead.

EARLIER EXPERIENCE

SKYLARK TRAVEL GROUP · New York, NY *Dec 2024 — July 2025*

Head of Marketing · *Reported to CEO*

- **Led marketing across performance, brand, and product launch** for luxury travel marketplace; managed 5-person team plus affiliate agency.
- **Drove ROAS of 16-40x** on Google Hotel Ads and Performance Max; CPC \$2-3 with 11% CTR on Paid Search.
- **Executed Skylark's first Meta sales campaign** → 6 figures in revenue across March-May; first lead generation campaigns → 10K+ qualified leads at \$5-7 CPL.
- **Launched Wanderlux by SKYLARK** — paid media to 70K+ database generated 5-figure sales in first two weeks.
- **Directed redesign of skylark.com** and spearheaded first influencer program across TikTok and Instagram; oversaw email program with 20-25% open, 15-20% CTR, 0.1% unsubscribe.

NEWS CORP · New York, NY *2019 — 2023*

Director of Advertising Strategy (2021-2023)

- **Drove \$20M+ incremental revenue** through the inaugural Global Solutions Team across Google, Apple, Saks Fifth Avenue, and Klarna partnerships.
- **Secured \$5M upsell** on existing partnerships with Google, Apple, and Saks for 2022-2023.
- **Created and led the Commerce Lab** — global e-commerce strategy working group across Dow Jones, NY Post, News Corp Australia, News UK.

- **Served as advertising and marketing thought partner to CEO Robert Thomson** — advised on internal and external communications, decision-making clarity, and cross-business-unit strategy:
 - Facilitated and moderated the CEO panel between Robert Thomson and WPP CEO Mark Read at Cannes Lions 2022, personally requested by Mr. Thomson.
 - Delivered C-suite briefings for CEO and Rupert Murdoch covering Sun Valley 2021-2022 advertiser relationships, NFT opportunities, and the ACCC Google ad tech dominance report.

Manager, Audience Development & Digital Marketing (2019-2021) · Knewz launch

- **Drove 45M+ visits and 100K app installs in under one year** — most successful launch in News Corp's recent history; sold to Empire Media Group 2021.
- **Featured in Mashable's "10 best news apps"** and won 3rd Place at WAN-IFRA's 2020 Best Digital News Start-Up.

STELLA RISING · New York, NY 2018 — 2019

Senior Manager, Paid Social Media · Beauty portfolio

- **Led paid social for Milk Makeup, Drybar, Physicians Formula** — drove ROIs of 619%, 920%, and 1,700% respectively against blended ROAS goals.

FITCH GROUP (Hearst Corporation) · New York, NY 2015 — 2018

Paid & Organic Campaigns Media Manager

- **Oversaw 7-figure paid Twitter budget** across Fitch Group's brand portfolio; grew audience 18% YoY at industry-low CPC.

EARLIER ROLES

CFA Institute, Paid Media Manager (2015) · **Fever App**, Head of Marketing (2013-2014) · **AXA**, Social Media Consultant (2012-2013) · **Brightwire**, Global Media Analyst (2011)

EDUCATION

Bachelor of Arts, International Studies · The University of Chicago · **AI Search Accelerator for Agencies** · Searchable (2026)