

Liam Petersen

Direct Response → AI Strategy → Production AI Builder · 6 yrs direct response copy · 3 yrs production AI

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● AVAILABLE · SENIOR AI + ADVISORY · REMOTE, US & EU

PROFESSIONAL SUMMARY

I started in direct response copywriting and now build AI systems for a living. I build them in Claude Code and connect them to the tools a business already uses: their email, store, ad accounts, and data. Some keep a person in the loop, and every claim is traced back to a real source. Others run on their own when no check is needed. I spent six years writing copy that sells, across crypto gaming, DTC, and CPG brands. For the last three years I have built the AI systems that scale that work across a \$20M+ group of brands. I am open to senior AI, AI strategy, and advisory roles.

KEY ACHIEVEMENTS

- ▶ **Grew Hooks & Needles from \$414K to \$800K a month and Mindful Souls email from \$117K to \$341K a month**, both at the Foxelli group. Tripled site conversion, from 1.2% to 3.6%. Cut TAZA magazine production from 5 hours to 5 minutes per issue.
- ▶ **Grew Satoshi Gaming revenue from \$96K to \$674K a month** as Senior Copywriter. Then led the AI rollout as Head of AI Copy, for a platform with over 1.5M players.
- ▶ **Shipped 11 production AI systems in Claude Code, plus a library of 13 cross-department workflows.** Each one connects to the tools a business already uses (Klaviyo, HubSpot, Shopify, Stripe, Meta, Slack). Each one also checks its own work: every claim is traced to a real source, so made-up facts get blocked before they ship. Built 60+ custom skills and **The Canon**, a knowledge base drawn from 16 expert copywriters that sits behind every output.

EXPERIENCE

Foxelli Group

Netherlands · Remote · Jun 2023 to Apr 2026

Head of AI Automation/Strategy

Jun 2025 to Apr 2026

- Led AI strategy across 7 DTC brands and a \$20M+ group. Grew **Hooks & Needles from \$414K to \$800K a month**.
- Built **Foxelli Studio**, an AI platform that turns an idea into a finished, captioned video ad. You plan the ad in a chat. It runs through the playbooks of 5 great copywriters (Halbert, Schwartz, Ogilvy, Sugarman, Bencivenga) and a 26-step engine, and a person reviews the work before it ships. The goal: go from **25 to 150 ads a week** with the same edit team.
- Connected Claude Code to the team's tools (Klaviyo, Shopify, GoHighLevel, Asana, Jira) and the build stack (n8n, Supabase, Clerk, Kie.ai). Fixed 73 bugs in production and passed 4 security reviews.

AI Automation Cross-Department Specialist

Jan 2025 to Jun 2025

- Took AI past marketing and into the whole company. Built helpers for **video editing, HR, and customer support**. Rolled out copy agents company-wide, so any team could pull on-brand copy when they needed it. Built agents that flag customers about to leave. Built Foxelli's **first AI image and video tools** in n8n through Kie.ai, which reached the top models at **about 70% lower cost**. This work became the base for Foxelli Studio.

Head of AI Copy

Jul 2024 to Jan 2025

- Led AI copy for our main brands, **Hooks & Needles and Mindful Souls**. Built 3 copy agents used across the company. Each one held the brand voice and proven sales frameworks.
- Tripled site conversion, from **1.2% to 3.6%**. Scaled **Mindful Souls email from \$117K to \$341K a month** in 3 months. Cut content production time in half across teams.
- Led 5-person copy team through the AI transition. Earned Rising Star award in 3 months.

AI Copywriter

Jun 2023 to Jul 2024

- First AI copywriter at Foxelli. Tested emails, landing pages, ads, and sales scripts across **Hooks & Needles, Mindful Souls, Mrs. Quilty, and My Ramen Box**. Measured each one by open rate, click rate, and revenue.

Satoshi Gaming Group

United States · Remote · May 2021 to Mar 2026

Head of AI Copy

May 2024 to Mar 2026

- Built Claude Code agents for the **Affiliate Hub and VIP Hub teams**, each holding proven sales frameworks (AIDA, PAS, 4Cs, SLAP). These were not generic chatbots. Each one trained on real player data for its group. Ran content across email, push, and promos for every market.

Senior Copywriter

May 2023 to May 2024

- **Grew revenue from \$96K to \$674K a month.** Led a team of 3 writers through crypto and Web3 launches. This was the turning point: I started using AI as part of the real output, not just to draft.

Digital Marketing Copywriter

May 2021 to May 2023

- Two years of daily copy, email, and UX writing for a crypto gaming platform with over 1.5M players. High volume and fast turnaround. Learned what sells from real campaign data.

Copyweb Pty Ltd

Cape Town, South Africa · Remote · Nov 2023 to Present

Founder & AI Systems Builder

Nov 2023 to Present

- Custom AI marketing systems for DTC and CPG brands doing \$10M to \$100M in revenue. My co-founder runs operations. I build the systems by hand, from research and creative pipelines to full dashboards. Shipped **CopyAds** (a Meta Ads system), **Outreach Pack** (a tool that builds a custom pitch for each prospect), and the internal tools listed below.

SELECTED SYSTEMS SHIPPED

Foxelli Studio. An AI platform that turns an idea into a finished, captioned video ad. 26 workflows. Built for 100 users.

CopyAds. A Meta Ads system that makes the creative, builds the audience, runs test batches, and launches through the Meta API. Guided by an expert council.

Cross-Department Automation Library. 13 ready n8n workflows across sales, support, HR, finance, ops, marketing, and data. Lead response, support triage, invoice chasing, an HR handbook assistant, daily KPI briefs, and more. Each keeps a person in the loop.

Outreach Pack. Builds a custom pitch for each prospect: research, an intelligence brief, 5 ads, a sales letter, and a live web page, in about 60 minutes.

Cinematic Ad Pipeline. AI video ad spots from start to finish. Built with GPT Image 2, Kling 3.0, Seedance 2.0, ElevenLabs, and FFmpeg. About \$3.16 per spot.

Agent Quintet. 5 agents that run daily B2B work on their own: recon, content, sales, delivery, and an orchestrator. No person needed in the loop. Connected through Telegram.

Mission Control. A full dashboard for pipeline operations. Built with Next.js, Supabase, and n8n. Shows live deal status, a daily brief, and alerts.

Copyweb.io. A marketing site built to convert, designed and built end to end in Claude Code. Next.js. 10 sections.

CAPABILITIES & INTEGRATIONS

I connect Claude Code to the tools a business already uses, so the system fits their setup instead of replacing it.

MARKETING & COMMERCE

Klaviyo · Mailchimp · HubSpot · Shopify · Stripe · Meta Ads · Google Analytics · GoHighLevel · WhatsApp · WordPress · Gmail

OPS & DATA

Asana · Jira · Slack · Notion · Airtable · Telegram · Zendesk · Intercom · QuickBooks · Zoom · Okta · BambooHR · Supabase · n8n · GitHub · Figma · MCP servers

CLIS IN CLAUDE CODE

Codex · Gemini · NotebookLM · Google CLI

AI ENGINEERING

Claude Code · Claude Agent SDK · multi-agent systems · verification & accuracy layers · prompt engineering · workflow automation

TECH STACK

Next.js 15 · React · TypeScript · Tailwind · PostgreSQL · Supabase · Vercel · Claude · GPT · Gemini

EDUCATION

BSc Sport and Business Science
University of the Western Cape · 2016–2019

CERTIFICATIONS

Claude Code in Action · Anthropic, 2026
Building with the Claude API · Anthropic, 2026
Introduction to MCP · Anthropic, 2026

LANGUAGES

English · Native
Afrikaans · Upper Intermediate