

I turn growth priorities *into operating systems.*

Forecasts, reporting cadences, GTM systems, marketing operations, and AI workflows - the connective tissue between strategy and execution.

FOUNDER-TRAINED / OPERATOR BY CRAFT

arkemegroup.com/lab.html

20-30%

YEAR-OVER-YEAR

125+

ACCOUNTS FORECAST

+60%

EMAIL OPENS

2x

DOWNLOADS

SELECTED WORK

Four operating systems, shown as working artifacts.

01 STRATEGY & OPERATIONS

Forecast by behavior

Separate repeatable baseline, launch demand, and one-time shifts before setting the target.

02 0-TO-1 ARCHITECTURE

The one-operator stack

Build the operating spine across GTM, lifecycle, reporting, and execution.

03 AI OPERATIONS

The consensus engine

Route multiple models through anonymous review, ranking, synthesis, and human gates.

04 MARKETING OPERATIONS

The marketing LLM

Turn brand judgment into a reusable system a team can run without flattening the voice.

WHERE I CREATE LEVERAGE

● GTM Strategy & Ops

Planning, forecasting, pipeline, operating rhythm

● BizOps / RevOps

Reporting, process design, executive visibility

● Marketing Ops

Lifecycle, launches, content systems, measurement

● AI Operations

Research, review workflows, reusable automation

● Chief of Staff

Decision support, ambiguity reduction, follow-through

OPEN TO THE RIGHT TEAM

GTM Strategy & Ops / Marketing Ops / BizOps & RevOps / AI Operations / Chief of Staff

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