

# Antonio Facchinello

I run my work and my life on **AI agents I design myself.**

Lifecycle, partnerships and creator marketer with 5+ years at Brigit, Beachbody, Finish Line/JD Sports and Crocs. Native bilingual English/Spanish, based in Houston. Here's what I've actually built with Claude.

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SYSTEM 1 · MY JOB SEARCH

## A job search that runs itself, with me in the loop

When my search started this month, I skipped the spreadsheet. I built an agent stack with Claude in one week and started applying the next Monday.

|                                                                                                                                                                                       |                                                                                                                                            |                                                                                                                                   |                                                                                                                               |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------|
| <b>40+</b><br>sources swept every morning by a scheduled agent                                                                                                                        | <b>11</b><br>factors in a 100-point fit score on every role                                                                                | <b>846</b><br>LinkedIn connections mapped to 187 target companies                                                                 | <b>4</b><br>resume tracks, each matched to the roles it fits                                                                  |
| <b>01</b><br><b>Sweep</b><br>A scheduled agent checks my LinkedIn alerts, crypto and AI job boards, Built In, ATS searches and 16 priority companies, then live-checks every posting. | <b>02</b><br><b>Score</b><br>Role fit, requirements, level, pay, remote, industry, culture, benefits, freshness, career move and referral. | <b>03</b><br><b>Referral first</b><br>If I know someone there, the role waits for a warm intro, with a DM script already written. | <b>04</b><br><b>Tailor</b><br>The right one of four resumes for each role, plus a tailored cover letter for every strong fit. |
| <b>05</b><br><b>Follow up</b><br>Recruiter scripts, a ranked daily to-do list, and an inbox check that updates every status.                                                          |                                                                                                                                            |                                                                                                                                   |                                                                                                                               |

**Guardrails I wrote into the agent:** it never invents a number, a title or a skill, and it bridges a gap with real experience instead of saying no. Anything that needs my signature or consent stays with me.

SYSTEM 2 · CRM AT BRIGIT

## AI skills inside a 95M-send CRM program

At Brigit, a consumer fintech app, I owned the CRM calendar and marketplace lifecycle programs across 95M+ email and push sends per quarter. I built Claude skills for send builds, QA, copy review, calendars and analysis.

|              |                                                                                                                                                                                                                           |
|--------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>~1.4M</b> | users a misconfigured partner build never reached, because my QA caught it first. I turned the fix into a node-by-node QA protocol and a 20-point defect checklist that ended a resend error repeated across four builds. |
| <b>7.7x</b>  | partner newsletter revenue growth, from \$199K in 2023 to \$1.54M in 2025. We beat full-year 2025 by August 2026 with \$1.63M, up 119% YoY.                                                                               |
| <b>95/5</b>  | universal holdout behind every initial email and push I A/B tested, so every win was measured against people who got nothing.                                                                                             |
| <b>2025</b>  | Iterable Expies finalist for Marketing Moment of the Year, as a member of Brigit's CRM team.                                                                                                                              |

## The same habits run the rest of my life

My assistant goes by G. It keeps one memory across chat, code and the browser, and works from reference docs I maintain: a start-here map, a CRM knowledge base and a routines pack. I moved from Gemini to Claude full-time this fall.

### TRAINING

An A/B body-part split with 10-8-6 pyramid sets, one muscle group per weekday, built around 2 to 3 hours of pickup basketball. I send lift videos for form checks.

### NUTRITION

A four-meal plan timed around training, 200+ g of protein a day, with Oura ring data on sleep and recovery.

### SKIN

A layered routine with written rules for what goes where and what never gets stacked, so G can answer any product question in one line.

### BUSINESS

My LLC offers CRM and automated lead follow-up to blue-collar businesses. Next up is an AI receptionist built on n8n and GoHighLevel.

### THE STACK I WORK IN

Claude: chat, code, Chrome, skills, scheduled agents

IterableBrazeSalesforce Marketing Cloud

Customer.ioKlaviyoImpactRakutenShopMyLTKCreatorIQAmplitudeModeTableauSQL

HandlebarsHTML/CSSFigma

Built with Claude. Every number here comes from my resume or my own job tracker, as of Oct 23, 2026.