



Self-taught. I grow service businesses across marketing, sales, financials and operations, then build the software they run on. Founder of New Age Adaptation. Years deep in business development and early in my engineering career, and I learn by shipping.

Business development

Marketing

Sales

Engineering

Operations

EXPERIENCE

Founder New Age Adaptation, Far North Dallas, TX

JAN 2025 TO NOW

- Run marketing, sales, financials and operations for service businesses as one system, then build the software that runs it.
- 2025: \$1.2M in tracked inbound leads for clients, about 75% organic, across 10+ industries.
- Built and shipped WellRun, a multi-tenant client hub (v1.0 to v1.22 in 58 days), and FinishOps, an operating platform for detailing and hail repair shops. AcreKeep, operating software for lawn and landscape, is in build.
- Co-built Mandate, a platform for political campaigns, and BetterBookRate, a sales system for movers: full stack, front end to back end, plus the release process.
- 2026 so far: 2,976 GitHub contributions, 284 pull requests merged and 4,100+ automated tests shipped.
- Client results: 27x return on ad spend in a new business's first 10 days; quotes from \$150K to \$800K+ for a lawn and landscape company; 1,807 leads at \$1.63 each for a detailing shop.

Sales Digital marketing company

EARLY 2026

- Rebuilt how the business sold in two weeks and automated its sales research.

Sales Manager College Hunks Hauling Junk & Moving, DFW

LATE 2025

- Three promotions in under four months, up to running sales. Built the sales lead system: email and text automations for inbound leads, the in-home estimate process, the lead board stages and the business logic behind them.

Hospitality Moonlight Basin, Big Sky, MT 2023 TO 2024

- Private members' ski lodge in a high-end resort. Offered the Assistant GM role.

Door-to-door sales Vivint

2023 TO 2024

- Summers selling in Cleveland and Jacksonville.

Server to FOH Manager Cane Rosso, Frisco, TX 2021 TO 2022

- Server to front-of-house manager in under a year. At 19: ran the floor, the servers, the bar and online orders, end-of-night checkouts and P&L updates.

Freelance marketing

2022 TO 2024

- First clients on Fiverr and Upwork, then contracting under the New Age Adaptation name.

ENGINEERING

LANGUAGES

TypeScript, JavaScript, SQL, HTML and CSS daily; Python, Bash

FRONTEND

React 19, Next.js 16 (App Router), Tailwind CSS v4, shadcn/ui and Radix, mobile-first layouts, accessibility, maps, charts, PDF generation

BACKEND AND DATA

Node.js, API routes and server actions, signed webhooks, Zod, auth and roles, scheduled jobs; PostgreSQL and Supabase with row-level security, migrations, multi-tenant schema design

INFRA AND TESTING	Vercel, Git and GitHub, GitHub Actions CI, pnpm and Turborepo monorepos, secrets management; Vitest, Playwright, release gates
INTEGRATIONS	Stripe, Twilio, Resend, Google Cloud APIs, PostHog, Lob
AI ENGINEERING	AI coding agents inside my own operating system, context and prompt design, LLM APIs in products, MCP servers
HOW I WORK	Spec-driven development, PRDs and versioned checkpoints, code review, least-privilege security
BUSINESS	
MARKETING	Local SEO, Google Business Profile, city and service pages at scale, Google and Meta ads, conversion and call tracking, landing pages, A/B tests, email and SMS automation, reviews, content, copywriting
BRAND AND DESIGN	Brand identity systems, logos, brand guides, print and apparel graphics, web and motion design, ad creative, video editing, decks and collateral
SALES	Sales process design, running a sales team, in-home and door-to-door selling, outbound prospecting, scripts and rep training, CRM and pipelines, offers and proposals
FINANCIALS AND OPS	Financial operating systems, KPIs and cash tracking, P&L, pricing, job costing and price books; SOPs, process mapping, onboarding, workflow automation, hiring systems, client reporting
CERTIFICATES	
2025	Google Digital Marketing & E-Commerce Professional Certificate
IN PROGRESS	IBM Full Stack Software Developer
EDUCATION	Self-taught. No college degree.

Full portfolio, builds and results: coleemmons.com