

Brady Hugins

Land & Operations Professional · FAA Part 107 (in progress) · Systems-Minded

CONTACT

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LANGUAGES

Python · JavaScript · SQL · Bash

PLATFORMS

n8n · Airtable · Stripe · Cloudflare · MailerLite · Resend · Anthropic + OpenAI APIs · MCP servers · Salesforce

INFRASTRUCTURE

Cloudflare Pages + R2 · GitHub Actions · macOS launchd · Cloudflared tunnels · WeasyPrint · Pandoc · Audit-gated deploys

DOMAIN EXPERTISE

Land + keyline design · Mineral/drilling operations · Field coordination + logistics · GIS / terrain mapping · Project management (PMP) · CRM + data systems

EDUCATION

BA, Business Administration
Principia College, 2002

SUMMARY

Operations and land professional pairing hands-on field/coordination experience with strong systems and data fluency. Six years of marketing + business development for an **\$85M mineral-exploration drilling division** (land access, geology-adjacent operations, 15 territory managers across the Americas), plus current land-stewardship work: 3D terrain mapping, keyline/water design, parcel assessments, and a scout-report service. FAA Part 107 in progress for aerial imagery and basic mapping. Equally comfortable on a parcel and in the back-office systems that keep a survey/land operation organized and on-schedule.

Focus: Land surveying support · GIS · topographic mapping · drone / UAS (Part 107 in progress) · field operations · project coordination · permitting · AutoCAD-adjacent workflows

SELECTED PROJECTS

Land & Keyline Design

- 3D terrain + hillshade mapping (MapLibre GL)
- Keyline / water-flow / drainage overlays
- Parcel assessment + scout-report system
- Septic-perc, water-rights, diligence workflows
- Property data + ROI tracking

Field Operations & Coordination

- Multi-site event production + logistics
- Equipment inventory + booking systems
- Vendor + crew coordination
- FAA Part 107 (in progress)
- Permitting + compliance documentation

Multi-Brand CRM / Data

- 5 Airtable bases, 468 tables
- Canonical contact spine across 7 brands
- 24 active Stripe products
- GA4 + Meta CAPI attribution
- MailerLite + Resend delivery

EXPERIENCE

Witch Haven Grove LLC

Founder & Systems Architect

April 2025 – Present · Chandler / Rimrock, AZ

- Architected **250+ active n8n workflows** serving 7 brand surfaces; 100% dead-letter-queue coverage, zero hardcoded secrets, auto-fix validator catching anti-patterns weekly
- Built and maintain **11 audit gates** in a CI deploy pipeline (form patterns, workflow standards, field-write validation, broken-link detection); every release passes static + smoke-test verification before reaching customers
- Operate **22 LaunchAgents** for daily/weekly health monitoring: signup smoke-fire, webinar pre-flight, encrypted offsite backup, Airtable snapshots, capacity/waitlist controls
- Designed a unified contact spine across 5 Airtable bases (468 tables) driving email, payment, fulfillment, attribution, and lifecycle automation across 7 brands

CERTIFICATIONS

- PMP
- Salesforce Marketing Cloud
- SQL for Data Science (edX)
- FAA Part 107 (in progress)

- Direct customer interaction across events, support, and payment/workflow troubleshooting — operator-grade focus on the gap between "the system worked" and "the customer got value"

Salesforce, Inc.

Senior Technical Account Manager / Customer Success Manager

Nov 2021 – May 2025 · Remote / Arizona (3 yrs 7 mo)

- Senior Technical Account Manager for Sales Cloud, Service Cloud, Marketing Cloud, and Data Cloud enterprise customers in communications, technology, and media verticals
- Managed CRM implementations and international training programs; trusted advisor to executive sponsors and platform admin teams
- Translated business outcomes into platform configuration; partnered with Solutions Engineering on customer-specific architecture decisions

Layne Christensen Company

Marketing Lead / Business Development Team Leader, Mineral Services

May 2011 – April 2016 · Chandler, AZ (6 yrs)

- Led marketing + business development for an **\$85M-revenue Mineral Services Division** (mineral exploration drilling), supporting 15 territory managers across North America, South America, and international
- Drove **\$18M revenue** from the International Directional Services division in 2015
- Architected and trained CRM (Salesforce + Microsoft CRM) for 26 colleagues; built dashboards + pipeline reporting
- Owned print, web, and tradeshow marketing at **24,000+ attendee international tradeshows**

Earlier Roles

- **Waypointe Business Designs** — Owner/Manager (4 yrs, digital marketing & business architecture for SMBs)
- **Clearwater Investments** — Fundraising & Technology Development (patent research, prototype assembly)
- **DataPreserve San Diego** — Franchise Managing Partner (recruited 45+ resellers; landed 1st national account)
- **Principia College** — College Football Defensive Coordinator (3rd winning season in 15 years)