Christopher Musial

(860) 877-1011 - **chrismusial@gmail.com**

Technology Leader | AI Automation & Agent Systems | Software Engineering, QA & Digital Marketing

Technology leader who combines 20+ years of building and deploying software with hands-on expertise in AI agent systems that do real work safely. Designs and runs multi-agent operations that automate e-commerce, mobile app and content workflows, with human-in-the-loop approval gates on anything that ships, publishes or spends. Brings full-stack engineering depth, QA leadership grounded in automation and structured release testing, and ROI-driven paid media experience managing multi-million dollar social campaigns. Helps teams adopt AI automation responsibly, ship reliable software faster and tie technology and marketing spend to measurable results.

Areas of Expertise

- **AI & Automation:** Multi-agent system design, LLMs (Grok, Claude, ChatGPT/GPT, Gemini, Perplexity, Kimi K3, Microsoft Copilot Cowork), prompt engineering, Cursor cloud coding agents, MCP connectors, scheduled and event-driven workflows (email, webhooks), human-in-the-loop approval gates, Playwright browser QA
- **Engineering:** JavaScript, SQL, PHP, HTML, CSS, jQuery, WordPress, Shopify, Printful API, Vercel, AWS, GitHub, Xcode / App Store Connect, front- and back-end architecture, database development, e-commerce and payment integration
- **Leadership & QA:** Engineering team leadership, test planning, release QA, Selenium test automation, quality standards, technology selection, project management, mentoring, cross-department collaboration
- **Marketing & Growth:** Paid social media buying (Facebook, Instagram), campaign management, online funnels, KPI and ROI reporting, analytics, ad creative direction, SEO for search and AI answer engines, social media marketing, vendor negotiation

Projects (AI & Automation)

Independent Projects | 2024–Present

Multi-Agent Operations Team

- Designed and operate a coordinated team of about 30 specialized AI agents. A chief-of-staff agent routes work to specialists for email triage, intel briefs, calendar, copywriting, design, QA, SEO for AI answer engines, monetization, Amazon and research.
- Set up scheduled routines and event triggers (incoming email, webhooks) so recurring work runs on its own.
- Built human-in-the-loop approval gates for anything that sends, publishes or spends money, and required multi-agent QA review before anything ships.

Project & Task Command Center

- A shared project management hub used with AI agents to plan, assign, prioritize and track work together.

Follow Apparel | FollowApparel.com

- Built a faith-based premium apparel brand on Shopify, with Printful print-on-demand fulfillment and an Amazon sales channel.
- Used AI agents to automate Printful-to-Shopify product sync and catalog metadata, including size charts and specs pulled from supplier data.
- Directed agent-driven theme development, storefront QA, SEO and social media on X.

Pathwords | pathwords.co

- Published an iOS word-puzzle game on the App Store with a daily puzzle, a companion website and ad-based monetization.

Mathteroids | mathteroids.app

- Published a kids' math game for iOS (SwiftUI/SpriteKit) on the App Store, with its own marketing site and parent journal.

Homeschool Tools

- Built a web test generator deployed on Vercel.

Tools: Grok (xAI), Claude (Anthropic), ChatGPT/GPT (OpenAI), Gemini (Google), Perplexity, Kimi K3, Microsoft Copilot Cowork, Cursor cloud coding agents, MCP connectors, Shopify, Printful API, Vercel, GitHub, Xcode / App Store Connect, Playwright, Google Workspace

Professional Experience

US Buy Direct
Gift card e-commerce site.

Founder, 2010–Present

- Built a gift card e-commerce site from scratch in 2010, added site automation in 2014, and later streamlined the checkout and cleaned up the code. Hosted on Vercel, with PayPal checkout, inventory management, TOTP two-factor admin security and automated checkout-error monitoring.
- Handled all aspects of the business, including web development, quality assurance, paid advertising, email marketing and customer support, and sold 150,000+ gift cards worldwide.

FortuneBuilders, Inc. – San Diego, CA
Real estate investment education company; joined as employee #9 and helped it grow to more than 500 employees serving students nationwide.

Director of Paid Media Buying, March 2019–December 2022

- Managed multi-million dollar paid social campaigns end to end, from planning and buying through optimization and reporting.
- Bought media across Facebook and Instagram and steered spend toward KPI and ROI targets.
- Turned ad copy and research briefs into image and video creatives built to drive action, working with content writers and creative teams.
- Analyzed performance data across ad platforms and iterated creatives and campaigns to improve conversions.
- Negotiated with vendors to keep costs down and campaign performance up.

Director of Quality Assurance, March 2018–March 2020

- Built the Selenium test automation and a four-person testing team for the custom Learning Management System and coaching booking platform.
- Established structured testing processes for major web development projects.

Director of Software/Web Development, January 2008–March 2018

- Led and managed a team of ten front-end, back-end and full-stack developers.
- Built, maintained and evolved a highly customized Learning Management System with a coaching appointment booking system, and owned all of its AWS back-end infrastructure.
- Created and owned the company's customer-facing website and numerous online sales funnels that brought in new customers and sold new products to existing ones.
- Designed and delivered custom web applications for desktop and mobile web.
- Shaped the company's front- and back-end architecture and made the key calls on technology selection and on balancing new features against operational needs.
- Partnered with product management, marketing, design and other departments to scope and build new product features.
- Kept production delivery on schedule through company expansion and a sustained, fast pace of feature development.
- Mentored and grew developers while holding the team to high standards for quality and on-time delivery.

Advanced Media Productions – Boston, MA
Agency providing integrated online marketing and web development: strategy and brand development, custom site design, mobile and web development, and social media marketing.

Project Manager / Senior Software Engineer, 2004–2008

- Planned, managed and built the back-end and database development for custom e-commerce applications.
- Worked with front-end developers to integrate their work cleanly with the back end.
- Worked one-on-one with clients before and after launch to make sure the finished product met their needs.

Education

University of Connecticut – Bachelor of Science, Computer Science, 2003