

Jeff Bilbrey

Fenton, MI | jeff.bilbrey@gmail.com | 586-819-4726
linkedin.com/in/jeffbilbrey | https://jeffbilbrey.com

Creative Technologist focused on AI systems, automation, and platform design. Builds and deploys high-impact systems that reduce manual work, improve performance, and drive revenue.

Impact

- Built platform to 7.5M monthly pageviews and \$45K/month revenue
- Recovered from multiple algorithm-driven traffic collapses back to 1M+ monthly pageviews
- Reduced operational workload by 70% using AI-driven workflows and automation systems
- Scaled infrastructure to support 5,000+ concurrent users with stable performance

Experience

Director of Technology

2025–Present

Fletcher Media

- Designed and shipped internal systems used by 40+ team members, eliminating manual workflows
- Built automation pipelines for analytics reporting, social media generation, and live content publishing
- Diagnosed and resolved production incidents under high traffic conditions
- Optimized infrastructure to support 5,000+ users at ~30% CPU utilization

Founder

2010–Present

Fan Driven Media (Detroit Sports Nation)

- Built Detroit Sports Nation to 7.5M monthly pageviews and \$45K/month revenue
- Applied technical SEO, caching, and system optimization to drive sustained growth
- Recovered from major algorithm shifts three times, rebuilding traffic to 1M+ monthly pageviews
- Architected AI-driven editorial system supporting 20+ writers
- Reduced workload by 70% through automation and system design

Team Lead – IT Operations

2013–2022

Amrock

- Led systems and DevOps initiatives impacting 180+ staff
- Oversaw 20+ CI/CD pipelines and enterprise delivery systems
- Shifted deployments from bi-weekly to on-demand releases
- Reduced recovery time from ~3 days to under 30 minutes

Systems & Products Built

Publink / Pubfluencers

Marketplace connecting publishers and influencers with CPM-based monetization.

AI Editorial Engine

AI-driven scoring system prioritizing content using SEO and analytics data.

Social Asset Generator

Automation tool reducing content creation time from 5–10 minutes to under 2 minutes.

Analytics Reporting System

Unified reporting layer combining Google Analytics and WordPress data.

YouTube Live Integration

Automated system detecting live streams and publishing real-time content.

Core Strengths

- AI Systems & Workflow Automation
- LLM Integration & Orchestration
- API Integration
- WordPress Architecture (WP-CLI)
- Performance Optimization (Redis, Caching)
- Rapid Prototyping

Technologies

WordPress, WP-CLI, Redis, n8n, Make.com, REST APIs, Google Analytics, Search Console, CI/CD Pipelines, VS Code, Claude Code