STEPHEN LUC

AI Automation & Marketing Engineer | GTM Systems, Workflow Design & AI Evals

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SUMMARY

Since 2020 I have run the marketing systems and automation for Watercolor Misfit, the watercolor business built on a 182K-subscriber YouTube channel. I spot the holes and slow manual work in web and online systems, then automate them. 20 years of founder-led internet marketing: partner GTM launches with Russell Brunson, Jeremy Gislason and Simon Hodgkinson; lifecycle email to a list of ~9,000 internet marketers with top-3 affiliate finishes; and 450+ video courses (2,500+ videos) known for teaching marketing simply. Since 2023 I design AI agent systems and evals (Composer orchestration, WarmStart, memory forks, blind cross-model evals) by directing AI agents (Claude, Codex, GPT, Gemini), building with no-code tools and AI coding agents.

Focus: AI automation and GTM systems — building agent workflows, lifecycle/conversion systems, and evals; open to adjacent builder roles.

SELECTED MARKETING RESULTS

- **Partner launches:** typically finished **top 3 among affiliates** on internet-marketing software launches, mailing my own list of **~9,000 internet marketers** (Promote Labs, 2012–2020).
- **Lead-to-sale conversion:** built the email list from Watercolor Misfit's YouTube channel (182K subscribers) and ran the funnels, offers and email campaigns that converted it to sales; community grew to nearly 5,000 members.
- **Enablement at scale:** 450+ video courses (2,500+ videos); Udemy: 26,919 learners; over 1,000 students joined two courses within two months of launch.
- **Recognized by Russell Brunson:** publicly credited my videos for Local Marketing Myth in 2010 (forum post · screenshot); a $15K content engagement grew into a partnership on Instant Traffic Systems.

EXPERIENCE

Watercolor Misfit: Co-owner, Marketing Systems & Automation · *business founded 2016* 2020 – Present

- watercolormisfit.com. My wife, Carrie Luc, leads the content, art and storytelling; my job is turning that audience into customers.
- YouTube Silver Creator Award (100K subscribers, after YouTube's review); channel now 182K subscribers.
- **Funnels and lifecycle:** lifecycle email marketing and CRM automation in ActiveCampaign — built the email list from the YouTube audience, designed offers and campaigns, and ran the automated journeys.
- **Integrated GTM stack:** WordPress, WooCommerce, LearnDash and BuddyBoss (about 45 integrated plugins), with WP Fusion syncing purchases, course access and community activity into ActiveCampaign for lifecycle follow-up.
- **Engagement loop:** invented **Misfit Points**, which members earned automatically from purchases and from helping others, then redeemed for discounts and products in the store.
- **AI tooling:** I build the AI systems the business runs on, including the Content Engine, which turns the channel's videos, articles and courses into a source-linked library that AI agents can draw on.

AI Automation & Agent Systems: independent; Misfit Circuit (founded 2026) 2023 – Present

- Design multi-agent workflows and direct AI agents from rival model families (Claude, Codex, GPT, Gemini) to build them. I define the problem, the workflow and what "done" means, and make the call on what ships.
- **Composer**: orchestration system that turns one brief into a plan a crew of agents carries out (research, build, try to break), with a human Start. Blind cross-model evals: 7 reviewers from 2 model families found 18 issues; repair agents fixed 16 and deferred 2 with reasons. Of 193 recorded runs, 125 finished, 41 failed and 27 were partial, with every failure kept on the record.
- **WarmStart** (open source) hands fresh agents short, approved project notes; **Continuity** (open source) keeps an agent's working notes through context compaction; **Content Engine** turns a creator's videos, articles and courses into a source-linked library agents can draw on.
- **Memory forks:** cloned an agent's memory from GPT to Codex after regular forks failed to carry it over; validated in sandboxes, now running 10 instances of the same agent.

Promote Labs: Partner, Launches & Enablement (with Jeremy Gislason and Simon Hodgkinson) 2012 – 2020

- **Partner/affiliate programs:** promoted internet-marketing software launches to my own list of about 9,000 marketers; typically placed top 3. My method: study each product, find its weaknesses, and build a bonus course that solves them.
- **Launch enablement:** tested products before launch, found the gaps buyers would hit, and filled them with bonus video courses and live walkthroughs; their developer integrated the products with many apps through Zapier.
- Co-owned **Tutorial Mixer**, a modular video-tutorial library (2014 forum thread); recruited and trained support staff; created videos for Zaxaa, a sales-funnel, checkout and affiliate platform.

Russell Brunson / DotComSecrets: Partner, funnel & video training Before ClickFunnels

- Created many of the training videos for Russell Brunson's Local Marketing Myth (52-week video training library, 2010); Brunson publicly credited my videos and said the team spent over $30K creating the content (screenshot).
- Hired several times to create training on sales funnels, including on-site work with his team in Boise; the work grew into a partnership on Instant Traffic Systems, where I led the video courses and teaching.

Instant Private Label Videos: Owner, private-label video courses 2011 – 2020

- Subscription business publishing video courses that other marketers licensed, rebranded and resold. Featured in Marlon Sanders' newsletter (2013) for creating 70 videos in 3 weeks, a series that earned $70K–$100K.

Course creator & instructor: marketing and software training 2003 – 2020

- 450+ step-by-step courses on email marketing, WordPress, YouTube, social media, sales funnels and conversion optimization, known for making complex marketing simple. **Udemy instructor**: 26,919 learners.
- **Lead-journey tracking:** built campaign tracking with individual tracking links and landing-page tracking to follow how people moved through each step and which promotions led to sales.

Columbia International University: Web Support & Training 2005 – 2008

- Help desk and training for the university's online course system: orientations and one-to-one training for faculty and students.

SKILLS

GTM & marketing: launch strategy, funnel and lifecycle design, partner/affiliate programs, lead conversion, campaign tracking, offers

Enablement: training and onboarding content, video courses, live walkthroughs, explaining technical products simply

Systems & AI: workflow design, no-code automation, AI agent orchestration, AI output evals/QA, context and handoff design

Tools: Zapier, IFTTT, ActiveCampaign, WordPress, WooCommerce, LearnDash, BuddyBoss, WP Fusion; Claude, ChatGPT / Codex, Gemini, MCP

EDUCATION

University of South Carolina: BS, Computer Information Systems 2001 – 2005

PROOF & LINKS

About & receipts · Composer · GitHub · Udemy · Brunson credit, 2010 · Watercolor Misfit