

Liorry Herisnor

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PROFESSIONAL EXPERIENCE

Elite Modern Marketing |New York, NY|

April '15 – Present

Founded and scaled a 6-figure digital marketing agency serving 170+ small to mid-size business clients with data-driven email marketing, automation, and AI-enhanced campaign strategies. Spearheaded the adoption of AI-powered tools including ChatGPT, Claude, and Cursor to accelerate content creation, software development, and client deliverables, reducing project turnaround times by 40%.

- Designed an AI Agile Management System coordinating seven role-based agents across product management, project delivery, Scrum, technical design, software development, QA, and release management; integrated agents with Jira to manage issues, document blockers, update workflows, and support end-to-end SDLC delivery under human governance.
- Led end-to-end business operations from startup phase through sustained growth, managing P&L, client acquisition, strategic planning, and cross-functional team leadership.
- Directed a complex software development initiative leveraging Cursor (AI-powered IDE) to build custom internal tools and client-facing platforms with full-stack functionality, cutting development cycles by 50%.
- Integrated ChatGPT and Claude into marketing workflows to generate high-converting email copy, audience segmentation strategies, and performance analytics, boosting average client campaign ROI by 35%.
- Recruited, onboarded, and managed distributed teams of independent contractors including operations, design, and development professionals.
- Architected and deployed automation strategies that eliminated redundant data entry, saving 4+ hours per employee per day and significantly reducing operational costs.
- Defined project scopes, timelines, and budgets in collaboration with developers; tracked progress using Jira and Agile methodologies, managing bug triage and feature requests to keep projects on schedule and within scope.
- Developed custom Go-based microservices and internal APIs using Claude Code and GitHub Copilot, delivering client-facing tools and automated reporting systems that reduced manual workflows by 70%.
- Pioneered AI-generated visual content workflows using Midjourney and DALL-E for client campaigns, reducing creative production costs by 45% while maintaining brand consistency across 50+ active accounts.
- Engineered AI-powered chatbots and lead qualification agents using Claude APIs and custom Go backends, automating client intake processes and reducing average response times from hours to under 2 minutes.
- Developed predictive analytics dashboards powered by LLM-driven data analysis, enabling clients to identify high-performing audience segments and optimize ad spend allocation in real time.

Moody's Investor Services |New York, NY|

July '14 – April '15

Business Analyst | Moody's Information Technology (MIT) | (*Consultant*) - Assist with the Discovery Phase (following the PDLIC Methodology) of a large IT initiative with a program budget of \$45mm that faced a very unique niche business model

- Created and maintained group SharePoint by documenting workflow procedures that helped automate business processes such as maintaining individual and group permissions at site level and providing user support.
- Provided analysis by capturing business' problem statement, current state, desired future state, business case/benefits; while identifying business needs and impacted user groups
- Collaborated closely with IT vendors and internal divisions to coordinate high level and detailed project roadmap(s) identifying program risks and recommending solutions to complete the projects within scope
- Contributed to developing the high-level technical design documents for complex projects and business functions such as capturing 'High Level Business Requirements', developing future state solution architecture diagrams and documenting workshops and interviews held with stakeholders
- Prepared PowerPoint slides presented to Senior management and bi-weekly Steering Committee members that updated management on Programs' alignment with firms Target Operating Model (TOM), program status and potential risks.
- Supported the firms' Vendor Procurement process by constructing a scorecard; based on all vendors proposals to help management select the best vendor for each project within the program's scope; and recommending vendors that met Moody's variable of constraints due to unique business model
- Developed use cases and user stories to explain and demonstrate high level business requirements to senior managers and the technology teams
- Assist with estimation of project's costs; using QSM SLIM/T-Shirting/Bottom-up estimation and project sequencing within the defined IT Project delivery performance targets

Morgan Stanley |New York, NY|

February '13 – July '14

Business Analyst |Insights & Analytics |Wealth Management| (*Consultant*) - Worked closely with the 'Sales Desk' to deliver the firm's strategies, provide market color, tactical trade ideas to 17K+ Financial Advisors in context of their portfolio using '3D Insights', a state-of-the-art analytics and content distribution system.

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- Elicited 'business targeting' requirements from the 'Sales Desk' and liaised with "Big Data" Developers to develop effective and efficient business queries from the enterprise database targeting new investment ideas based on the Financial Advisors' book of business which resulted in increased sales and profitability of assets under management
- Led a small team of off-shore developers building a Tableau based dashboard for regional sales directors. The dashboard provided statistical insights of actionable investment ideas. My role was to perform business analysis, and gather requirements from stakeholders, collaborate with our off-shore development team and to perform UAT testing. After the successful roll out of this Dashboard my role expanded to providing weekly reports and analytical consulting to frontend users of this dashboard.
- Responsible for extracting raw data from the firm's database using SAS and SQL Developer; manipulated large data sets with advance Excel techniques (V-lookup, pivot tables and VBA) and presenting findings to high level executives
- Ensured success and integrity of internal applications' for maintenance and quarterly enhancements by managing/organizing all aspect of end-to-end testing such as UATs' test plans, test cases, test scripts.
- Tracked and reported Key Performance Indicators (KPIs) of operational business process, then setting goals with management
- Worked closely with the Sales Desk to deliver the Firm's strategies, provide market color, tactical trade ideas
- Prepared and maintain training manuals/ business process design documentation for stakeholders to ensure business processes were well documented using Microsoft Word, PowerPoint and Visio

Societe Generale | Jersey City, NJ |

August '12 – December '12

FX Exotic Trade Support | (*Consultant*) - Supported the FX Desk which was a major player in a growing niche market of trading 50+ illiquid currencies that lack market depth and traded at low volumes (e.g. Congolese Francs (CDF), Pakistani Rupee (PKR) & Haitian Gourde (HTG))

- Compiled, analyzed and presented daily reports on exchange positions, problem trades, currency valuation and pending deals
- Contributed to profitability by identifying and rectifying trades booked to the wrong counter party, discrepancies in non-deliverable settlement movements and un-booked trades prior to valuation
- Contributed to the daily processing of over 500 FX Exotics trades as it relates to confirmations, SWIFT payments and investigations
- Processed SWIFT payments for MT103, MT199, MT202, MT202cov, MT299, MT300, MT320 and MT305
- Compiled and entered payments in OPICS (MYSIS) and SWIFT for validation
- Provided client service through issue resolution as well as timely and accurate execution
- Worked closely with the investigations team to ensure that breaks/risk items are being addressed and resolved in a timely manner

Credit Suisse | New York, NY |

January '11 – July '12

Business Analyst | Reference Data Production Standing Settlement Instructions (*Consultant*)

- Requirement gathering and mapping data flows to "third party" database Omgeo Alert to source holdings and other data such as Settlement instructions to new Static Data Internal System
- Assisted with providing documentation and updates to new/existing business processes by partnering with Business Process Owners
- Coordinated System Integration Testing and managed defect resolutions with IT; ensured defects were resolved and retested in order to certify that project deadlines were met
- Subject matter expert of reference data processes and the inner banks operating systems in which static data is maintained, with high-level understanding of the front to backend process of the investment bank
- Participated in quarterly audits to verify security description breaks and monthly statement reviews

Degrees & Certifications

Syracuse University | Syracuse, NY

College Maxwell School of Citizenship Major: B.A., Economics

Graduation: May 2010

Lean Six Sigma Greenbelt Trained | New York, NY

Genpact Headstrong Capital Markets

Training Date: May 2014

TECHNICAL PROFICIENCIES & CORE SKILLS

Product & Program Delivery: Agile Methodologies, SDLC/PDLC, Requirements Gathering, User Stories, Use Cases, Project Roadmaps, Scope and Timeline Management, Risk Management, Vendor Management, Stakeholder Management, KPI Reporting

Testing & Quality Assurance: System Integration Testing (SIT), User Acceptance Testing (UAT), Test Plans, Test Cases, Test Scripts, Defect Tracking and Resolution, Regression Testing, Business-Outcome Validation, HP ALM/Quality Center

AI, Development & Automation: ChatGPT, Claude, Claude Code, Cursor, GitHub Copilot, Go, REST APIs, Workflow Automation, AI Agents, Midjourney, DALL-E

Data, Analytics & Reporting: SQL, SQL Developer, SAS, Tableau, Microsoft Excel—PivotTables, VLOOKUP, Formulas and VBA—Microsoft Access

Business & Collaboration Tools: Jira, SharePoint, Microsoft Visio, PowerPoint and Word

Financial Systems: Loan IQ, SWIFT, OPICS/Misys, Omgeo ALERT