

JERRY HUDSON

Agentic AI Automation & SaaS Support Operations Specialist

- +1 613 559 1337 • jerryjhudson@icloud.com • Petawawa, ON K8H 2V5 • jerryjhudson.com
 - linkedin.com/in/jerryjhudson • github.com/jerryjhudson
-

Agentic AI Automation and SaaS Support Operations Specialist with 13 years of experience improving technical support, escalation, and customer-service operations. Builds AI-assisted workflows that combine LLMs, RAG, deterministic business rules, human review, and multi-application orchestration to solve real operational problems. Experienced in translating complex support and business processes into structured automation systems using platforms including Make, Zapier, HubSpot, Airtable, Slack, and Google Workspace.

Skills

- Agentic AI Workflow Automation
- Workflow Design and Process Mapping
- AI-Assisted and RAG Knowledge Management
- Business Process Optimization
- SaaS Support Operations
- Prompt Engineering and AI Evaluation

Selected AI Automation Projects

SENDEX SUPPORT ESCALATION — AGENTIC AI TRIAGE & RAG WORKFLOW

Make AI Agent · HubSpot · Make Knowledge · Airtable · Slack · Google Sheets

- Built an AI-assisted support escalation system that uses RAG to retrieve support knowledge and routes tickets to Return to Support, Engineering, or Human Review.
- Added troubleshooting guidance, known-issue matching, deterministic priority rules, Airtable engineering issue creation, HubSpot write-back, Slack routing, and audit logging.

VANTRELL SYSTEMS — AI LEAD OPERATIONS WORKFLOW

Zapier · AI by Zapier · HubSpot · Gmail · Slack · Google Forms · Google Sheets

- Built an end-to-end lead operations workflow that validates inbound leads, assigns ownership by territory, checks CRM records, and uses AI to qualify and prioritize leads.
- Added controlled routing, Gmail draft creation, Slack human-review escalation, execution logging, and functional testing across multiple lead scenarios.

RIVALSCOPE STRATEGY — AGENTIC COMPETITIVE INTELLIGENCE WORKFLOW

Make AI Agent · Tavily · Airtable · Gmail

- Built an agentic workflow that researches live web sources, evaluates competitors, selects a primary competitor, and structures findings in Airtable.
- Preserved source evidence, generated client-ready Gmail drafts for human review, and added structured JSON controls, run logging, and critical error handling.

JERRY HUDSON

Agentic AI Automation & SaaS Support Operations Specialist

Experience

Senior Technical Specialist

ZIFF DAVIS, Ottawa, ON

February 2022 - December 2022

- Provided high-level technical support for key SaaS clients, diagnosing complex issues and coordinating escalations through resolution.
- Redesigned support-ticket triage workflows, reducing resolution time by 82% and improving CSAT by 5%.
- Delivered high-level technical support for key SaaS clients, diagnosing complex issues and coordinating escalations to ensure timely resolution.
- Collaborated with leadership to enhance retention processes and pinpoint service improvements that strengthened client retention.
- Converted recurring customer issues into actionable workflows, documentation, and process changes.

Customer Support Team Lead

ZIFF DAVIS, Ottawa, ON

April 2021 - February 2022

- Led and coached a 10-person SaaS support team, improving service consistency and first-contact resolution.
- Conducted quality-assurance reviews and provided structured feedback to enhance response quality and ensure process adherence.
- Developed training materials and standard operating procedures to streamline hiring and onboarding processes.
- Identified recurring issues and recommended documentation, routing, and escalation changes.
- Recommended changes to documentation, routing, and escalation based on analysis of recurring issues.

Customer Support Specialist

ZIFF DAVIS, Ottawa, ON

October 2009 - April 2021

- Delivered Tier 1 and Tier 2 technical support across Campaigner email marketing platforms.
- Investigated complex customer issues, documented root causes, and escalated defects to enhance resolution processes.
- Improved self-service by developing reusable support documentation and troubleshooting guidance.
- Developed reusable support documentation and troubleshooting guidance to improve self-service options for customers.
- Trained new team members on systems and support procedures to ensure adherence to service-quality standards.

JERRY HUDSON

Agentic AI Automation & SaaS Support Operations Specialist

Education

Ontario Secondary School Diploma

Bishop Smith Catholic High School, Pembroke

June 1994

Computer Programming in Computer and Information Technology

Loyalist College, Belleville

Certifications

- AI Builder & Model Context Protocol — Zapier, 2026
- AI Automation Explorer and AI Agent Builder — Make.com, 2026
- AI Essentials and Prompting Essentials — Google, 2026
- Agentic AI Training — Great Learning, 2026

Awards

- Stevie Awards — Customer Service Excellence (Team Award) - 2014-2018
- ORCCA Platinum Award of Excellence — Service Excellence, Teamwork, Performance - 2015, 2018