

S A R A

# WARD

## CREATIVE MANAGER

Creative Manager with hands-on experience building and shipping AI-powered tools in a production e-commerce environment. Extensive day-to-day use of Claude Code, OpenAI Codex, Playwright, and n8n to automate workflows, build internal tools, and accelerate content operations. Experienced in prompt engineering, browser automation, technical documentation, and deploying containerized applications to AWS.

## EXPERIENCE

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### CREATIVE MANAGER

Touch Of Modern

2021 – Present

- Lead day-to-day creative and content execution across site, email, and campaign launches for a high-volume e-commerce business
- Launched two internal web applications using Claude Code, Playwright, and Node.js to streamline workflows for a legacy system — deployed and running on AWS ECS
- Built BookingBot, a Playwright-based browser automation tool that reduced a manual multi-step booking process to a single API call
- Use Claude Code and OpenAI Codex daily to write, debug, and ship production code and internal tools
- Design and maintain n8n workflow automations connecting internal systems, triggering alerts, and eliminating repetitive manual tasks
- Build Playwright scripts for browser automation, data extraction, and end-to-end testing against internal platforms
- Develop structured prompts and custom GPT-based workflows to accelerate copywriting, QA, and content production
- Author technical documentation for internal tools by reverse-engineering source code — covering API references, deployment configs, and debug workflows
- Deploy and manage containerized applications via Docker, ECR, and ECS on AWS
- Ensure launch readiness through copy QA, asset review, and cross-channel consistency
- Collaborate with merchandising, email, engineering, and operations teams to coordinate launches
- Work hands-on in Shopify with product setup, tagging, layout adjustments, and content presentation
- Partner with engineers and external vendors during platform rebuilds to clarify requirements and review system behavior
- Create and maintain internal SOPs and process documentation using Scribe to support consistent team execution

📞 510.561.4264

✉️ sara.a.ward@mac.com

🏠 San Diego, CA



## SKILLS

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- AI tools: Claude Code, Codex, ChatGPT, Gemini
- Browser automation (Playwright, headless Chromium)
- Workflow automation (n8n, custom integrations)
- Prompt engineering & AI-assisted content
- Technical writing & internal documentation
- AWS deployment (Docker, ECR, ECS)
- E-commerce content & SEO optimization
- Cross-channel content coordination
- Shopify, Cordial, Listrak, Canva, Photoshop

## PROFILE

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[www.linkedin.com/in/saraallisonward/](https://www.linkedin.com/in/saraallisonward/)

## HOBBIES

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- #truecrime (Oh yes she did!)
- Subversive Micro-embroidery