KETAN MANDALIA

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AI AUTOMATION • DIGITAL SYSTEMS • WEBSITE DEVELOPMENT

PROFESSIONAL PROFILE

Self-employed digital business builder with 15+ years of experience across business operations, websites, SaaS products and customer acquisition. Developed AI-assisted digital platforms, admin dashboards, partner portals, CRM-related workflows and marketing automation. Seeking an AI automation, digital systems or website implementation role where practical product delivery and commercial problem-solving are valued.

RELEVANT SKILLS

AI-assisted application development • Websites and SaaS workflows • Business process automation • Admin and affiliate dashboards • Customer onboarding • CRM processes • API-enabled integrations • Testing and troubleshooting • SEO and email automation

SELECTED DIGITAL PROJECTS

9amLeads | 9amleads.com Developed lead-generation SaaS with lead sourcing, customer dashboards, subscriptions, automated marketing and print-and-post workflows. Built an affiliate/partner area with live dashboards for partners to view their activity and performance, plus administrative reporting and management pages.

VidaListing | vidalisting.com Created an AI-assisted property video marketing platform for property professionals, including online product and marketing experience.

List A Vehicle | listavehicle.co.uk Created automotive marketing platform with vehicle listing tools, image background editing, video presentation features and dealer-facing workflows.

The Moving School | themovingschool.com Built training and business-support website, content and customer-facing marketing materials for the removals industry.

PROFESSIONAL EXPERIENCE

Founder & Digital Projects Lead | Independent Ventures | 2025–Present

- Developed and launched digital platforms spanning lead generation, automotive marketing and online training.
- Created admin dashboards and operational management pages for owned businesses.
- Set up websites, SEO, email campaigns and social media marketing for multiple ventures.

Founder & Digital Marketing Lead | Let's Get U Moving Ltd, Hertford | 2023–2025

- Established and managed the business, including customer acquisition, website, marketing and operations.
- Implemented customer enquiry, sales pipeline and follow-up processes; coordinated staff and client communications.

Owner, Sales & Marketing Manager | We Move Homes, Hertford | 2012–2021

- Led business development, customer service, sales and marketing for a relocation business.
- Managed enquiries, consultations, quotations, customer relationships and operational coordination.

CAMPAIGNS & BUSINESS SYSTEMS

- Built affiliate-facing pages and live partner dashboards for 9amLeads alongside internal admin dashboards.
- Set up SEO, social media and email campaigns across owned business websites.
- Used AI-assisted development tools to plan, build and refine websites and business applications.

EDUCATION & DEVELOPMENT

Business VCE • GCSE qualifications | Exploring funded Level 3 digital training and professional certifications (not yet completed).

PORTFOLIO

9amleads.com/founder/ | 9amleads.com | vidalisting.com | listavehicle.co.uk | themovingschool.com

All business projects described above are founder-led/self-employed work; not employment with external clients.