

ELBERT BALLO JR

Marketing Engineer · AI, Automation & Martech Systems

Garden Grove, CA | elbert.ballo.career@gmail.com | [linkedin.com/in/elbertballo](https://www.linkedin.com/in/elbertballo) | socialstartups.io

SUMMARY

Marketing engineer who uses AI and automation to build the systems that bring customers in: websites, lead capture, outbound, and SEO. Software engineering background in R&D tax-credit products (Ardius, acquired by Gusto). Ships solo: a Southern California startup directory and a programmatic SEO pipeline with 54 live sites.

EXPERIENCE

Staxiom · Startup accounting and tax firm, Brea, CA

Feb 2026 – Present

Founding Marketing Engineer

- Own digital marketing, the **martech stack**, and the code behind it, using AI and automation to remove manual steps
- Run staxiom.com: prerendered pages for SEO and a **regional page set** for Los Angeles, Orange County, and San Diego
- Built sales tools: **personalized landing pages** for individual prospects and a **lead qualification tool** that checks whether a company is still within the window to claim tax credits
- **Automated the lead capture pipeline**: form submissions route into HubSpot with real-time Slack alerts
- Built an **automated outbound workflow**: lead sourcing, email verification, and Smartlead campaigns
- Manage local search: Google Business Profile posting cadence and Search Console tracking

Software Engineer

- Built an **onboarding prototype**: a chat flow that collects company details, runs a research pipeline on the founder's business, and opens a dashboard covering credits, financials, and tax planning
- Built a lead-gen **estimator** for R&D tax credits and bookkeeping fees
- Migrated the marketing site **off Webflow and rebuilt it in React**

AI Content Automation · Independent, Remote

Jan 2024 – Jan 2026

- Built **AI-powered content automation workflows** that took a YouTube channel to monetization in **2 months**
- Automated the production pipeline, cutting cost to **\$0.25 per video**

Gusto · Application Support Engineer / Software Engineer, Remote

Jul 2021 – Aug 2023

- Led development of a **self-serve onboarding product** that helped SMBs claim R&D tax credits, funding **\$3M+** in its first year
- Turned business problems into product requirements, **cutting onboarding time 62%** and improving product accuracy 30%
- Built a customer-facing knowledge base and product docs that **cut resolution time 35%** and enabled self-service
- Tested and shipped features with cross-functional product teams with **zero critical defects** at launch

Ardius (acquired by Gusto) · Frontend Software Engineer, Brea, CA

Aug 2020 – Jul 2021

- Redesigned client-facing interfaces and flows in **React** through user research and fast iteration, reducing support tickets ahead of the Gusto acquisition
- Ran research and feedback sessions across 10+ teams, **raising customer satisfaction 28%**
- Built a standard issue-resolution process with Sentry and JIRA, **cutting troubleshooting time 20%**

Earlier: Business Systems Analyst, Dial Tone Communications and Upfront Inc; Full Stack Web Developer, Rapid Rents (2016 – 2020)

PROJECTS

socialstartups.io · Founder

Aug 2026 – Present

- Built solo a **free directory of the Southern California startup ecosystem** with funding stage, industry, and city filters, plus accelerators, investors, and a glossary; Next.js and Supabase
- Ran **SEO and AI-search (GEO) audits**, added schema markup across hundreds of pages, and tuned database queries and security

Programmatic SEO Utility Sites (Spiderbot)

Present

- Built a pipeline that **scores niches by real search demand**, generates each site from a shared template, and rolls sites out in **gated cohorts**, keeping only what search data supports; **54 sites live**
- Stack: Next.js, Vercel, Google Search Console, DataForSEO, Ahrefs

SKILLS

AI & Automation: AI automation, workflow automation, lead scoring and routing, outbound automation, chat onboarding flows

Marketing & Martech: SEO, programmatic SEO, GEO, local SEO, lead generation, HubSpot, Smartlead, Slack, Google Search Console, Google Business Profile, Ahrefs, DataForSEO

Engineering: JavaScript, React, Next.js, Supabase, PostgreSQL, SQL, Vercel, Sentry, JIRA