

# Muta Baker

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## Work Experience

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Foundever Intuit Quickbooks Online Canada Advanced Support 2024 Feb - Present  
Work From Home, Richmond Hill, On

- Provide Customer Service & Onboarding
- Software & 3rd Party Integration Technical Support
- Reconciliation Troubleshooting
- Above Average NPS Scores

AI Graphic Design Service 2019 Oct - Present  
[www.dontsleepgfx.com](http://www.dontsleepgfx.com) | [Covermatic.ai](http://Covermatic.ai)

- Founded and grew a digital creative business serving 4000+ clients globally
- Managed Facebook & Google Ads campaigns for customer acquisition
- Built SEO landing pages that ranked for competitive keywords and drove organic traffic
- Developed Covermatic using AI coding tools including Replit and Codex
- Web development: Custom Shopify Development
- Improved conversion rates through A/B testing and analytics analysis

Customer Service & Sales - F/T 2020 Apr - 2020 Jul

The Source, Bell Mobility, Virgin Mobility, WFH

- Provide excellent customer service
- Sell phone and plans for Bell & Virgin Mobility
- Technical support
- Close cold call sales

## Education

BizStart Toronto Business Incubator 2019 May – 2019 Oct  
University Of Windsor - Com Sci & Business (Incomplete) 2014 Sep – 2016 April  
St Theresa of Lisieux CHS 2009 Sep – 2012 April

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## SKILLS PROFILE

- **AI Workflow Implementation:** Hands-on experience using ChatGPT, Codex, and other AI tools to improve workflows, speed up execution, and build practical systems that solve real business problems.
- **Process Automation:** Strong ability to identify repetitive bottlenecks and turn them into streamlined systems using Python, Make.com, Zapier, n8n, and lightweight custom tools.
- **Entrepreneurial Execution:** Proven experience building and operating online service businesses, with a strong bias toward action, ownership, and finding opportunities without needing heavy direction.
- **Technical Adaptability:** Comfortable moving between coding, no-code tools, operations, and creative problem-solving, with the ability to learn quickly and implement what is needed to get results.

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**References - References available on request**