TIMOTHY KPORSU

DIGITAL MARKETING / AI WEBSITES & AUTOMATION

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I use ChatGPT, Codex and Claude to turn business ideas into websites, enquiry forms and follow-up workflows. Through Zero2Impact, I plan the customer journey, guide the build, review the copy and test what happens next. Earlier work in printing services and affiliate marketing gave me practical experience finding prospects, explaining offers and following up by phone.

EXPERIENCE

Founder | Websites and Sales Systems

Zero2Impact — 2023–present

- Develop service-business websites and landing pages with AI assistance, shaping the offer, content, visual direction and enquiry journey.
- Work with Make, forms, email and booking tools to organise enquiries and support customer follow-up.
- Research prospects, prepare outreach and manage project scope, proposals, testing and revisions.

Printing Assistant and Marketer

Starklus Technologies — 2021–2023

- Promoted printing services to schools through direct visits and follow-up calls; handled customer questions and discussed service offers.
- Supported exam typing, document formatting and print delivery, keeping track of requirements and resolving customer concerns.

Occasional Marketing and Production Support

Starklus Technologies — 2023–2025

- Provided occasional customer, marketing and production support while building Zero2Impact.

Affiliate Marketer

Independent promotion of GoTranscript — 2020–2021

- Built a landing page and email sequence to introduce the service to prospective users; answered related questions on Quora.

Freelance Typist

Self-employed — 2017–2021

- Prepared and proofread academic and professional documents, handled revisions and communicated directly with clients.

Selected work and skills

Selected projects show how I apply AI, marketing judgement and automation.

SELECTED PROJECTS

Service-business websites

Developed AI-assisted website examples for plumbing, cleaning and dental services, alongside Zero2Impact's own site. Directed copy, page structure, visual presentation and enquiry routes. Examples include outreach builds and concepts; they are identified separately from client engagements.

Digital sales and document delivery

Worked on a real architectural-practice project connecting forms, payment verification, personalised PDF preparation, delivery and sales records. Used Make, Paystack, PDF.co, Google Sheets and Google Drive. Project components were built and tested; client launch completion is not claimed.

Content and sales operations

Developed a Facebook content queue and scheduled publishing workflow with Make and Google Sheets. Created an AI-assisted outreach desk for prospects, replies, status and follow-up dates.

AI voice assistant development

Worked with Vapi on an enquiry and consultation assistant: instructions, discovery questions, conversation flow and call review. Evaluated test behaviour and booking limitations.

SOFT SKILLS

Empathetic communication and active listening — Listen to concerns and explain ideas in clear, relatable language.

Presentation and demonstration — Turn ideas into visual explanations that capture attention and make the value clear.

Critical thinking and problem-solving — Spot gaps, question assumptions and refine solutions around the actual need.

SKILLS AND TOOLS

AI-assisted work — ChatGPT, Codex, Claude and Claude Code; task briefing, context preparation, output review and revision.

Marketing and websites — Landing pages, email sequences, customer-focused copy, prospect research and follow-up. Systeme.io, Cloudflare, Cal.com and Facebook Pages.

Automation and records — Make, Tally, Google Sheets, Google Drive, Gmail, Google Calendar, Paystack, PDF.co and Vapi. Experience varies by project.

Design and office — Canva; basic Photoshop; Microsoft Word, Excel, PowerPoint and Outlook. Document formatting, proofreading and data entry.

EDUCATION AND LANGUAGES

Marketing Challenge with Jonathan Montoya | Affiliate marketing training, 2021
Delcam Senior High | WASSCE, General Science, 2015
Languages | English, Twi and Ga

Explore my website work

portfolio.zero2impact.xyz