

Ashley Ingram

Sales & Operations Leader | Applied AI Builder | Voice AI & Automation

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► See my live AI projects & case studies: AshleyIngramAI.com

PROFESSIONAL SUMMARY

Sales and operations leader with a decade of consultative field sales across solar, home services, and B2B, paired with the hands-on ability to design and build working AI systems. I build voice agents, automation pipelines, and agentic tools end to end — most recently Jessica AI, a voice AI receptionist built solo with Vapi, Make.com, Twilio, Cloudflare Workers, Airtable, and the Claude API. I combine real service-business instincts with practical AI execution to sell, scope, demo, and implement automation that solves operational problems. Targeting AI sales, solutions consulting, sales engineering, and hybrid sales/technology roles.

APPLIED AI PROJECTS

Meet Jessica AI — Voice AI receptionist

Built solo · in development

Helps HVAC and home-service businesses recover revenue lost to missed calls. I architected and built the entire system solo while working full time in sales.

- Built the voice layer in Vapi with a two-mode conversational design: it first answers as the client's own receptionist and books the call, then reveals as AI and runs SPIN-based discovery to close the owner on a trial.
- Engineered a 60-second demo funnel — the owner submits a website URL, a Cloudflare Worker scrapes the site, the Claude API writes a personalized business briefing, and Vapi places an outbound call, all automatically.
- Configured the full Twilio telephony stack: phone provisioning, A2P 10DLC registration, CNAM caller ID, and SMS follow-up automation.
- Orchestrated multi-step call handling and CRM automation in Make.com using webhooks, dynamic variables, and conditional routing.
- Designed a four-table Airtable backend (Leads, Clients, Customers, Call Log) as a lightweight operational backend for client management.
- Defined the go-to-market strategy — pricing tiers, a referral program, and a 30-day client onboarding sequence.

Pro Quote — Voice-to-quote tool

Prototype built · in development

Turns a painter's or home-service pro's spoken job notes into a professional, editable quote on the spot.

- Built a voice-to-quote pipeline using Whisper transcription, OpenAI for structured quote generation, and Make.com for workflow orchestration and Airtable record storage.
- Designed the workflow logic, dashboard structure, and no-code automation independently, with email delivery and a light CRM layer for follow-up reminders.

TECHNICAL SKILLS

Voice AI & Telephony: Vapi, Twilio, A2P/CNAM compliance, conversational design, prompt engineering

Automation & Integration: Make.com, webhooks, MCP integrations, Cloudflare Workers, API orchestration, no-code workflow design

AI & Data: Claude API, OpenAI API, Whisper transcription, Airtable data modeling, LLM prompt design

Sales & GTM: Consultative selling, solutions demos, CRM implementation, territory management, pricing strategy

PROFESSIONAL EXPERIENCE

Mr. Rogers Windows & Doors — Sales Professional

May 2025 – Present

- Run in-home consultations helping homeowners select high-end window and door solutions with a consultative, needs-based approach, managing the full sales cycle from consultation through project handoff.
- Apply AI and automation tools to streamline follow-up, proposal documentation, and pipeline tracking.

Residential Elevators — Territory & Sales Manager

Jan 2024 – Jun 2025

- Delivered **\$2.9M in sales in 2024**, exceeding revenue and margin goals across the Virginia territory.
- Managed the full sales cycle — contracts, business development, and client relationships from initial consultation through installation.
- Directed coordination across project management, delivery, and installation teams to ensure quality, on-time outcomes.

NuSun Solar Power — Regional Sales Operations Manager

Nov 2022 – Jan 2024

- Led regional sales operations and mentored a team of consultants across the Hampton Roads market.
- Built lead-generation channels with Home Depot and BJ's Wholesale to expand brand visibility.
- Contributed to company growth from startup to a multi-million-dollar operation.

Expert Solar — Solar Energy Consultant

Jun 2019 – Nov 2022

- Top-performing residential solar consultant with consistent quota achievement over a 3+ year tenure.
- Helped scale the company from **4 to 125 employees and \$500K to \$45.5M** in annual revenue.
- Partnered with operations to refine the sales process, communication cadence, and customer experience.

CERTIFICATIONS & EDUCATION

Certifications: AI Python for Beginners — DeepLearning.AI (2026) • Google AI Essentials — Google (2025) • AI for Everyone — DeepLearning.AI (2025)

Education: Associate of Applied Business Administration — Tidewater Community College