

Miranda Ornelas

(979) 204-4911 • MBMcKinney98@gmail.com

AI-native content leader pioneering how content, copy, and creative are built in an agent-driven world. 4+ years driving multi-channel growth across social, email, and web, with deep expertise in deploying AI agents, custom GPTs, and automated workflows to scale output without sacrificing brand voice.

WORK EXPERIENCE

Open Machine

Remote

Associate Director of Content

January 2026 – Present

- Lead end-to-end content and front-facing brand presence for a high-profile AI thought leader, owning social, web, landing pages, copy, ads, email funnels, reels, and visual design across every customer touchpoint.
- Architect AI-native workflows using Claude Code, custom agents, skills, and MCP integrations — building horizontal automations that run autonomously overnight and vertical agents that handle analytics, reporting, and on-brand content production.
- Run the full paid ad process, and design conversion funnels to move audiences from viewer to purchaser.
- Authored the AI Fast Track, a beginner Claude email course that drove 50,000+ new subscribers, and orchestrated flagship initiatives including the AI-first conference, AI Agent Mastermind, and recurring webinars.
- Lead brand partnership execution and podcast facilitation with leading AI labs, Fortune 500 companies, and top-tier creators in the AI in Business space.

AI Content Manager

May 2024 – January 2026

- Drove 600+ sign-ups and \$500K+ in revenue for the 'AI for Business Leaders' course through targeted marketing strategies and resources.
- Developed a 6-day email course and 60+ page toolkit that lifted conversion from 0.4% to over 3%.
- Engineered GPTs for landing-page copy, brand voice, and social content, accelerating iteration across channels.
- Ideated and ran webinars with up to 10k sign-ups and 1k live attendees, repurposing content for social.

Social Media Manager

May 2023 – May 2024

- Executed growth and engagement strategies producing a 502% increase in impressions, 528% in engagement, and 15% in followers.
- Managed and curated a Beehiiv newsletter, achieving 30,000+ subscribers, a 59.4% open rate, and 15% CTR in under 6 months.

Navarro College

August 2021 – Present

Adjunct Professor

- Deliver lectures on cognitive psychology, perception, and human-computer interaction for 3 courses per semester, averaging 70 students.
- Create and grade assessments and update curriculum to align with current research and industry standards; 98% pass rate.

Naina and Noor | Dream Investment Strategies

May 2022 – December 2023

Social Media Specialist / Program Coordinator

- Designed and managed the Shopify website; grew Etsy sales from \$0 to \$4,000/month in 2 months through SEO and optimization.
- Managed social media and developed the “buyback program” to reduce waste and drive engagement.
- Managed up to 200 open cases for Medicaid-eligible individuals and designed web platforms that drove a 25% increase in business contacts.

EDUCATION

Arizona State University, Tempe, AZ
Master of Science – Forensic Psychology

New Mexico State University, Las Cruces, NM
Bachelor of Arts – Psychology

SKILLS & OTHER

AI & Automation: Claude Code, Custom Agents, Claude Skills, MCP, Custom GPTs, Agentic Workflows, Browser Agents

Tools: Claude, ChatGPT, Zapier, Notion, Meta Business Suite, Figma, CapCut, Beehiiv, GoHighLevel