

# Eric Rosenberg, MBA

Ventura, CA · Open to Remote (US) · eric@ericrosenberg.com · linkedin.com/in/ericrosenberg · ai.eric.business

Marketing leader who turns AI capability into measurable adoption. I set the quality bar that let AI content scale to 113 of 113 pages scoring  $\geq 95$ , built agents that research a topic and publish finished YouTube videos end to end, and wired custom MCP connectors that feed live financial and web-analytics data straight into those agents — then taught non-technical teams to use it. I have hands-on command of Claude, agent frameworks, and MCP, plus an MBA-finance habit of measuring real behavior change and reporting it to leadership straight.

## AI — SELECTED RESULTS

- **Set the quality bar for AI content at scale.** Built a content-scoring framework (AIOSEO/Clearscope-style) that defined "good" before anything shipped and took a full site to **113 of 113 pages scoring  $\geq 95$**  — governance that keeps brand and quality intact when AI generates at volume.
- **Automated content production end to end.** Built research-and-generation agents that take a topic and publish finished YouTube videos with no manual steps — human-authentic audio plus AI-selected video clips. Workflow redesign in practice, not theory.
- **Connected AI to the data that matters.** Built custom MCP connectors that pipe live **financial and website-analytics** data into agents, so AI works from real numbers instead of guesses.
- **Run the production AI stack with an ROI lens.** Operate multi-agent orchestration on Claude, a **~19,000-entry** memory layer, and a **13-integration** assistant over MCP — daily-use systems, not experiments — and cut model spend by routing routine work to local models without losing quality.
- **Drive adoption through teaching, not mandates.** 13+ years translating complex finance and tech for mass audiences; keynote speaker at CardCon's Financial Marketing Forum, FinCon breakout + panel presenter, and an Ai4 (AI conference) attendee since 2021.

## EXPERIENCE

**Payactiv** *fintech / earned wage access*

Jul 2018 – Present · Remote

### Senior Marketing Manager

Dec 2025 – Present

- Lead marketing programs at a financial-wellness fintech serving millions of workers.
- Embed AI across daily marketing work — content production, SEO, and reporting — and serve as the team's practical reference for how to use the tools well.

### Freelance Content Creator

Jul 2018 – Dec 2025

- Wrote the Payactiv blog and hosted the *Good Cents by Payactiv* podcast across a seven-year relationship that converted to a full-time role.

### Narrow Bridge Media — Owner / Writer, Speaker, Consultant

2012 – 2025

- 13+ years in content and marketing, with bylines in Forbes, Investopedia, Business Insider, USA Today, NerdWallet, Bankrate, and American Express — deep fluency in campaign, content, demand, and analytics work.

### Fiserv — Senior Financial Analyst

2014 – 2016

- Led monthly executive reviews for card-services product lines generating **\$300M** annually; built the reporting leaders used to make calls.
- Delivered advanced training that changed how the finance team worked day to day, and found \$35K in annual savings on one product.

### Level 3 Communications — Financial Analyst II ("Product CFO")

2010 – 2013

- Owned planning and executive reporting for **\$1B+** revenue product lines; presented to product managers, VPs, and C-suite.
- Built SQL-driven reporting automation that improved accuracy and enabled headcount reduction — measurable workflow change.

### Qwest Communications — Senior Treasury Analyst / Senior General Accountant

2008 – 2010

- Ran a **\$165M** equipment-leasing program producing **\$100M** in annual free cash flow; built SOX review and governance frameworks across accounts-receivable systems.

## EDUCATION & TOOLING

- **MBA, Finance** — University of Denver, Daniels College of Business (GPA 3.74) · **BSBA, Finance** — University of Colorado Boulder, Leeds School of Business
- **Certification:** Certified Financial Education Instructor (CFEI)

**AI & transformation:** Claude/Anthropic, agent frameworks, custom MCP connectors, AI content governance, adoption metrics.

**Marketing & data:** content & demand strategy, SEO/GEO, martech (MAP/CRM/analytics), Python, SQL, executive dashboards & ROI.