T. Aaron Carter

AI Adoption & Enablement

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Central Valley, California | Kern County on-site / hybrid | U.S. remote

AI strategy and adoption consultant with a background in marketing, operations, and business consulting. Through ValleyLogic.AI, delivers practical AI training and develops pilots that test everyday business use cases. Connects technology choices to business needs and helps nontechnical teams build confidence with new tools.

CORE STRENGTHS

Understand the work | Make AI practical | Bring people along | AI enablement | AI adoption | Business process improvement

PROFESSIONAL EXPERIENCE

AI Strategy & Adoption Consultant | ValleyLogic.AI

2024-present | Self-employed | Central Valley, California

- Deliver practical AI training that connects tools and concepts to everyday business work.
- Develop client pilots to test AI use cases and workflow improvements before broader implementation.
- Build training resources, discovery materials, and workflow documentation for responsible AI adoption.

Freelance Marketing Consultant | Independent

2021-present | Remote

- Develop brand strategies, business plans, pitch decks, and marketing communications.
- Help clients clarify their audiences, assess competition, and plan marketing activity.

VP Business Strategy | Bakersfield Majestics

2024; 2026 | Bakersfield, California

- Worked on business development, sponsorships, community partnerships, and marketing strategy.
- Collaborated with ownership and operations on the organization's business goals.

Marketing Director | JTS Modular

2019-2021 | Bakersfield, California

- Rebranded both JTS companies and coordinated corporate imagery and templates across departments.
- Introduced monday.com for sales coordination, built a SharePoint intranet, and launched virtual-reality building tours.
- Managed a Design Coordinator and directed websites, campaigns, trade shows, and conference materials.

PROFESSIONAL EXPERIENCE / CONTINUED

Consultant / Partner | The Brightboldt Group

2015-2019 | Eureka, California

- Advised small businesses on strategy, branding, financial forecasts, and business planning.
- Built web and social media strategies, helped clients manage digital accounts, and trained users.
- Developed client relationships through referrals and prospective-client outreach.

Executive Director | Humboldt Made

2014-2015 | Arcata, California

- Led a membership organization supporting local businesses and community economic development.
- Worked with the board and volunteers on member engagement, fundraising, and participation in ExpoWest and the Arcata Oyster Festival.

Marketing Director | Pacific Outfitters

2011-2014 | Eureka, California

- Unified three stores under the Pacific Outfitters brand and built digital marketing and educational content.
- Implemented Google productivity tools across stores and the corporate office; managed accounts, permissions, and shared documents.
- Built a Google-based intranet and trained employees on Google tools, Dropbox, Asana, and Trello.

EDUCATION & PROFESSIONAL DEVELOPMENT

Bachelor of Science, Internet Marketing | Full Sail University | 2013
Coursework included business communications, digital marketing, and management.

Data Analytics Professional Certificate | Google | 2023
Completed certificate.

Prompt Engineering for ChatGPT | Vanderbilt University | 2023
Completed course.

Additional coursework | Google
Project Management | IT Support | Cybersecurity

TOOLS & SKILLS

ChatGPT | Claude | Gemini | Microsoft Copilot | Google Workspace | Microsoft 365 | SharePoint | monday.com

COMMUNITY LEADERSHIP

North Coast SBDC: Board Member | 2011-2018 | Humboldt County Visitors Bureau: Board Member | 2014-2016