

JOEL SHETTLESWORTH

Business Analyst | AI Workflow Enablement | Process Improvement | Quality Assurance

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PROFESSIONAL SUMMARY

Business-minded operations professional with 14+ years of experience improving workflows, documenting processes, supporting users, and evaluating quality across mortgage operations, national media production, and commercial broadcasting. Skilled at identifying process gaps, building practical AI-powered tools, and communicating clearly across technical and non-technical teams. Combines analytical thinking with a creative production background to deliver operational clarity, reduce manual effort, and help organizations adopt AI workflows that are faster, more consistent, and easier to trust.

CORE STRENGTHS

Analysis and Operations: Business Process Improvement, Workflow Analysis, Quality Assurance, Compliance Review, Process Documentation, Requirements Gathering, Stakeholder Communication, User Support, Operational Reporting

AI and Enablement: AI Workflow Design, Custom GPT Development, Prompt Engineering, AI Tool Evaluation, Automation Strategy, Implementation Support, Change Enablement

Leadership and Delivery: Project Management, Cross-functional Collaboration, Team Training, Client Communication, Creative Direction, Deadline-driven Production

TECHNICAL AND WORKFLOW TOOLS

Encompass (ICE Mortgage Technology), ServiceNow, Smartsheet, Slack, Microsoft 365, Google Workspace, ChatGPT / Custom GPT, Supabase, Cloudflare, Adobe Premiere Pro, Final Cut Pro, PostHog

SELECTED PROJECTS

LoanLens | AI workflow assistant for loan file verification and production support

- Designed and built a web-based tool to help operations staff verify loan data, flag discrepancies, and reduce repetitive research across property tax, flood zone, and appraisal fee lookups.
- Integrated multiple data sources into a single interface to improve consistency and reduce context-switching during quality review.

Skills: AI workflow design, process automation, data integration, quality assurance, user-facing tool development

rek. | AI-assisted recommendation and sharing platform (solo-built web app)

- Solo-built a full-stack social recommendation app using vanilla JS, Supabase, and Cloudflare with AI-powered search and personalized sharing flows.
- Designed viral loop architecture, gamification mechanics, and a four-step user funnel to drive engagement and organic growth.

Skills: Product design, full-stack development, AI integration, user experience, funnel strategy

Property Tax Lookup Automation | Workflow automation for mortgage production support

- Built an automated lookup tool that replaced a repetitive manual step in the loan production workflow, improving speed and consistency.
- Standardized the lookup process across team members, reducing reliance on individual tribal knowledge.

Skills: Workflow automation, process standardization, operational efficiency, tool design

PROFESSIONAL EXPERIENCE

VUX Specialist

May 2024 to April 2026

Neighbors Bank / Veterans United Home Loans, Columbia, MO

- Conducted quality assurance reviews of customer interactions, evaluating compliance with regulatory standards and internal benchmarks to surface actionable improvement opportunities.
- Identified workflow bottlenecks and collaborated with operations, compliance, and technology teams to document process gaps and implement improvements across loan production systems.
- Designed and deployed AI-powered workflow tools, including a custom GPT for loan origination support and an automated property tax lookup, reducing repetitive manual research.
- Supported production reporting and ticket routing using Encompass, ServiceNow, and Smartsheet, helping teams track workload and maintain operational visibility.

Senior Media Producer

March 2022 to September 2022

University of Missouri System (KOMU-TV), Columbia, MO

- Managed end-to-end delivery of 75+ commercial projects, coordinating requirements, timelines, and stakeholder communication from brief through final output.
- Defined and documented production workflows, ensuring consistent quality standards and on-time delivery across concurrent projects.

Producer and Editor

April 2018 to October 2021

E.W. Scripps (Newsy), Remote

- Produced and delivered 1,500+ national news segments under continuous deadline pressure, maintaining high accuracy across a distributed editorial team.
- Designed post-production workflows that improved output speed and reduced rework, contributing to more consistent content quality.
- Collaborated cross-functionally with editorial, fact-checking, and compliance teams to enforce process standards and narrative consistency.

Creative Services Producer

May 2016 to April 2018

Sinclair Broadcast Group (KRCG-TV), Jefferson City, MO

- Directed production for 1,000+ commercial campaigns, managing budgets, schedules, vendor coordination, and creative team performance.

Inside Sales Representative | Socket Telecom, Columbia, MO | August 2013 to April 2016

Store Manager | AT&T Retail, Columbia, MO | March 2010 to July 2013

EDUCATION AND CERTIFICATIONS

Google Project Management Professional Certificate | Coursera | October 2022