

Linards Berzins

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AI and automation builder

Twelve years in agency marketing technology at Merkle (Dentsu), Ometria and MRM (McCann), until June 2026, building automated customer emails and personalisation for Audi, Volkswagen Group, O2, Virgin Media and SkyShowtime, including email delivery to audiences of up to three million. Since January 2026, alongside that work, I have been designing and building AI systems, led by my AI assistant for research and organising. Each one drafts and a person approves; nothing sends itself.

Selected AI and automation work, 2026

Independent

January 2026 to present

- Fredis, my AI assistant for research and organising. Built using AI coding tools, in daily use since April 2026, running on its own server. Every two hours it reads my email, calendar, files, Slack and CRM, and tells me only what changed and what needs me, replacing the morning trawl through each one. On request it researches a person or a company and writes a sourced, dated briefing, filed where I can find it later; before a meeting it can prepare a short pack. It drafts replies and follow-ups; I approve every one, and it cannot send an email or touch a system without my say-so. It runs a research lab: from a question it researches many sources and shapes an idea and a quick prototype, and I re-run the research every week; set up in October 2026. It keeps my passwords out of anything it writes and checks itself with over 2,000 automated tests. It connects to Gmail, Calendar, Drive, Sheets, Slack and HubSpot. Built with: Python, Claude, Google Workspace, Slack, HubSpot
- Follow-ups after a sales meeting used to take hours. I type my meeting notes into Slack, and my AI assistant researches the prospect and builds a short, tailored deck from the research and my notes. It publishes to a private link only when I type a confirmation. The same idea suits a venue tour: notes in, a personal proposal draft out for the team to approve. Runs on request. Built with: Claude, Slack, Google Calendar, Cloudflare Pages
- An online shop (gerboni), built and live, taking card payments. Its support assistant answers customers day and night, looks things up and hands over to a person when it should: the same shape as an assistant that answers the first enquiry. Built with: Next.js, FastAPI, Stripe, Claude
- Prototypes for small firms, built to show the fix before anyone pays: a website estimator for a roofing firm that captures the enquiry, a clickable tool for a timber trader that imports and exports Excel sheets, and a recruitment tool where every claim in a candidate pack is sourced. Unpaid prospect work. Built with: HTML, CSS, JavaScript, Python
- A bus and transit operations platform (vtv): timetables, vehicle dashboards, incident handling and punctuality reports for four kinds of user, in two languages, with an AI assistant that advises while a named person decides. Presented at Riga City Hall, May 2026; not yet in service. Rotas, incidents and who can see what are problems a venue group knows. Built with: Python, FastAPI, PostgreSQL
- An email production platform: over 150 ready-made email sections, and AI helpers that check each email against ten quality tests before it goes out. A feature that turns Figma designs into email code is in testing. Built with: Python, Claude

Senior Email Developer

Merkle (Dentsu)

August 2020 to June 2026

- Designed and built a library of drag-and-drop email sections in Taxi for Email, with personalisation rules built in, so non-technical client teams could assemble on-brand campaigns without breaking them
- Worked alongside platform engineers on the custom Taxi set-up, and built the personalisation layer in Braze on top of it: content that changes by customer, country and language across Europe (Liquid, Content Blocks, Custom Attributes, Catalogs and Segments)
- Supported retail and automotive clients: SkyShowtime, Virgin Media, O2, Burger King, Volkswagen Group brands (SKODA, AUDI, SEAT)
- Ran client and CRM-team demos of new Taxi modules and turned partner requirements into build specs
- Built steps in Braze customer journeys alongside the journey builders (who enters, how audiences split, which message goes when), and tested every send across devices and email apps before delivery
- Trained and onboarded junior team members on the tool stack, and wrote the process documentation
- Primary contact for clients and internal teams on Braze and HTML, including fixes when things broke

Email Developer

Ometria

August 2019 to August 2020

- Built reusable email templates whose content personalises itself from the customer database
- Built automated workflows, audience segments and customer-triggered events for individually tailored customer journeys for Not On The High Street, Hotel Chocolat, Paperchase and made.com
- Designed and tested preference pages and online forms for customer data capture; tested automated triggers with sample data in Postman

Email Developer

MRM (McCann)

Sept 2018 to August 2019

- Hand-coded responsive HTML emails for Vauxhall and Direct Line Group, advising on design and implementation
- Ran pre-QA testing in Email on Acid to cut post-launch revisions

Email developer

Merkle (DBG)

Dec 2016 to Sept 2018

- Built responsive HTML emails for large-scale campaigns for Audi, Skoda, SEAT and Volkswagen Group, deployed through IBM eMessage, Salesforce Marketing Cloud and IBM Silverpop
- Managed email distributions of up to 1.5 million recipients across the UK

Earlier roles

Rocketseed, Brightcove, Intelligent Media

March 2011 to Aug 2016

- HTML email and product support at Rocketseed, technical support at Brightcove, international media monitoring at Intelligent Media

AI: Claude (Anthropic), AI assistants that take actions with a person approving, searchable memory, rules for what an AI may and may not touch

Automation and integration: APIs and webhooks, Slack, Gmail, HubSpot and Google APIs, Braze journeys and Segments, Salesforce Marketing Cloud, timed jobs. Not yet used: n8n, Make, Power Automate; comfortable picking up n8n or Power Automate

Build: Python, JavaScript, HTML5, CSS3, JSON, Liquid, Jinja, Handlebars, FastAPI, Cloudflare Pages, Postman, Jira

Data and safety: preference and data-capture forms, compliance checks on client sends, secrets handling, access boundaries, human review of every AI output, process documentation, staff training

Languages: English (Fluent), Russian (Fluent), Latvian (Native), German (Intermediate), Spanish (Basic)

Interests: Music production, finance and technology podcasts, reading, long countryside walks, nutrition, exercise, healthy routines

Education

Certificate of Higher Education in Web Design and Web Technologies

Modules: HTML, MySQL, CSS, E-commerce

Birkbeck University of London, London, UK / 2010 to 2012

Internet Webmaster Foundation Course

Modules: HTML, CSS, Network Troubleshooting, Network Security, Database Management, IT Project Management

Computeach, Online and Self-Study / 2008 to 2009

Music Production Course

Morley College, London, UK / 2007

Studies in Contemporary Photography

Academy of Contemporary Photography, Graz, Austria / 2003 to 2004

Polygraphy Trade and High School (Equivalent GCSEs and A Levels)

Riga, Latvia / 1996 to 1999