

Nicholas Mariani

AI technical operator and automation builder. Eight case studies with working interactive demos, readable evidence and qualified delivery claims.

The ZIP is the primary portfolio.

Google Drive does not resolve relative links inside a standalone uploaded HTML file. For the full experience, use the self-contained ZIP.

1

Download the ZIP

[Open Nicholas Mariani Portfolio.zip on Drive](#)

2

Extract it

No installer, server or build step is required.

3

Open START_HERE.html

Use the hub to run all nine demos and browse PNG/PDF evidence offline.

Every interactive screen is a synthetic reconstruction based on real delivery patterns. No production or client data is included.

A complete funnel, briefed Monday, live Thursday

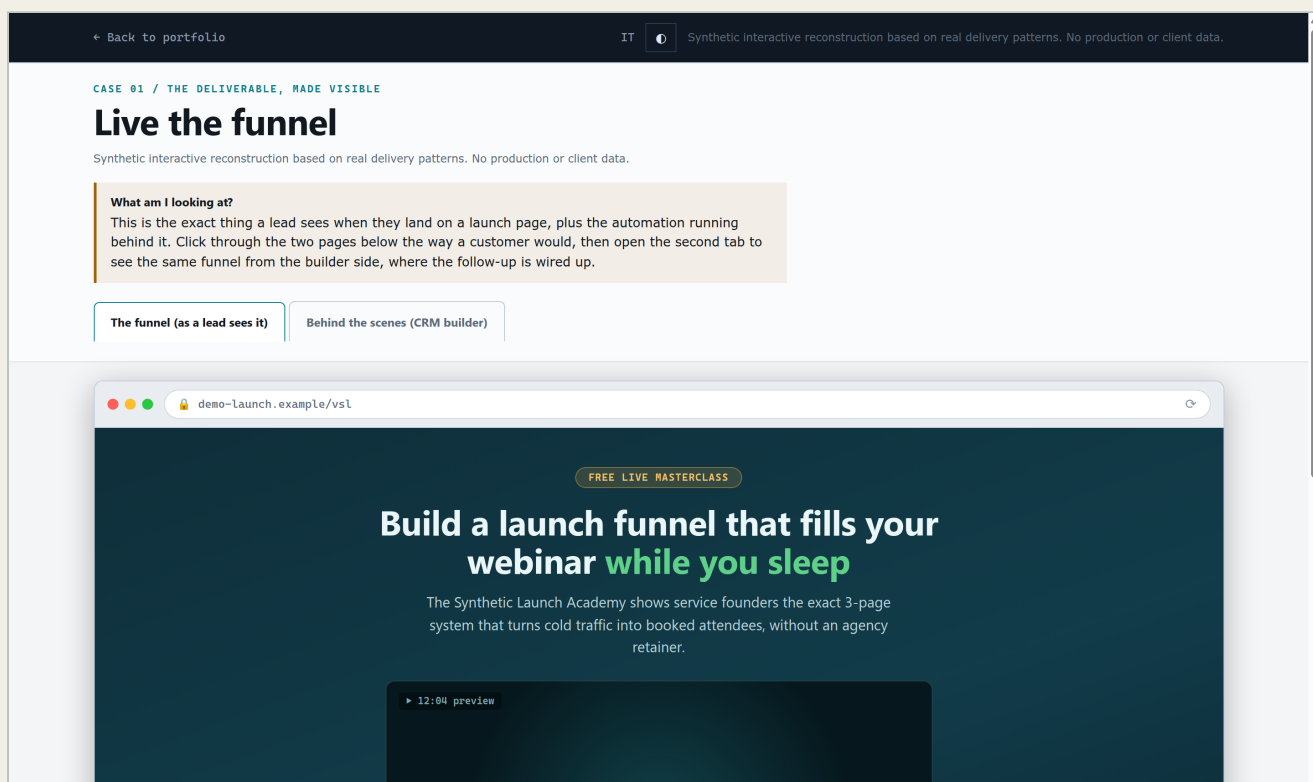
Landing, VSL, opt-in, webinar page, CRM routing and follow-up for an infobusiness launch, designed, built and wired in 3 days. Walk through the funnel exactly as a lead would, then open the engine room behind it.

STACK

GoHighLevel · Airtable · webhooks · Meta Pixel · GTM

VERIFIED STATEMENT

The full path was delivered in three days. No revenue claim is attached.



Screenshot from the included standalone demo. Synthetic interactive reconstruction based on real delivery patterns. No production or client data.

The Airtable CRM behind a €2M/yr infobusiness

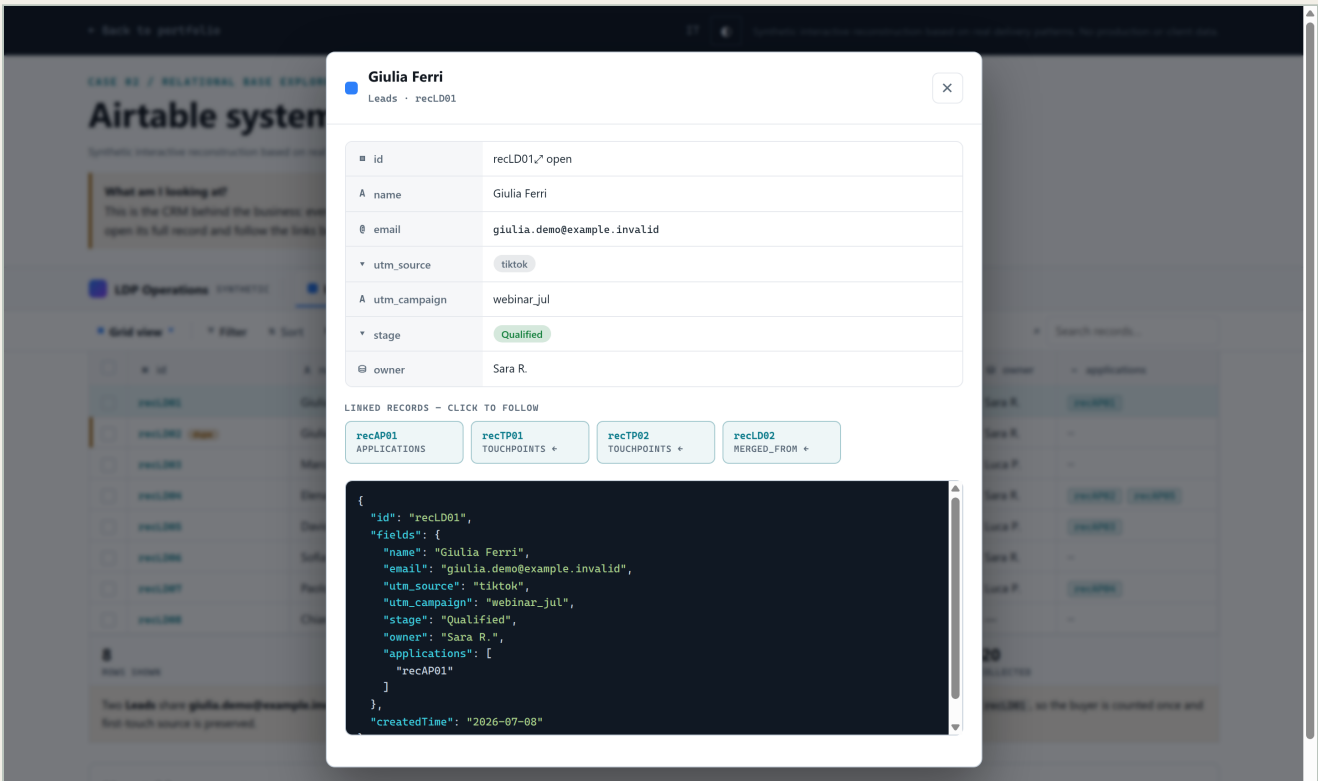
Marketing, sales and service used to argue with three different spreadsheets. Now they open one relational CRM: leads, applications, buyers, attribution and service cases, all connected.

STACK

Airtable · GoHighLevel · ActiveCampaign · Zapier · n8n

VERIFIED STATEMENT

Marketing, sales and service work from a shared operating record.



Screenshot from the included standalone demo. Synthetic interactive reconstruction based on real delivery patterns. No production or client data.

Installment management for a €3M/yr dental agency

A €3M/yr dental agency was tracking patient installments by hand, across 180 spreadsheets that never agreed with each other. I built the payment tooling and the pipeline that turned them into one clean operation. Today no installment slips through.

STACK
Google Workspace · Apps Script/JS · Node.js/Python ETL · APIs

VERIFIED STATEMENT
The source audit documented 178 of 180 sources (98.9% coverage).

Back to portfolio

IT

Synthetic interactive reconstruction based on real delivery patterns. No production or client data.

CASE 03 / ETL AND QA LAB

Payment tooling and CRM analysis

Synthetic interactive reconstruction based on real delivery patterns. No production or client data.

WHAT AM I LOOKING AT?

180 messy Excel sheets turn into one clean table of installments and payments. Press Run pipeline and watch the cleanup happen, step by step.

Run pipelineReset

Pipeline

COMPLETE

Discover

SCAN SOURCES

3 ok

Map columns

HEADER + FIELD

5 fields

Normalize

DATES + AMOUNTS

178 rows

QA

COVERAGE + DROPS

pass

Source files

RAW · 3 SYSTEMS

bookings_studio_a.csv

CSV · UTF-8 · BOOKING TOOL

RIF PAZIENTE	DATA APPUNTAMENTO	IMPORTO PIANO	STATO	PAGAMENTO
PZ-1001	14/07/2026	1.200,00	confermato	carta
PZ-1002	15/07/2026	2.450,50	in attesa	bonifico
PZ-1003	16/07/2026	980,00	confermato	klarna
PZ-1004		1.100,00	confermato	carta

payments_export.tsv

TSV · ISO · PAYMENT GATEWAY

PATIENT_ID	DATE	AMOUNT	STATUS	CHANNEL
PZ-2001	2026-07-14	1450.00	paid	stripe
PZ-2002	2026-07-15	3200.00	installment	klarna
PZ-2003	2026-07-16	0.00	refunded	stripe

QA report

98.9% COVERAGE

Field coverage

178 / 180

3

SOURCES

180

INPUT ROWS

178

CLEAN ROWS

DROPPED ROWS

PZ-3003 · ledger_manual.csv

reason: booking_date + amount_eur unparseable

PZ-3004 · ledger_manual.csv

reason: booking_date + amount_eur unparseable

Coverage and counts describe this synthetic sample, not a client outcome. No patient value or PII is generated.

Screenshot from the included standalone demo. Synthetic interactive reconstruction based on real delivery patterns. No production or client data.

A custom dashboard the owner actually opens

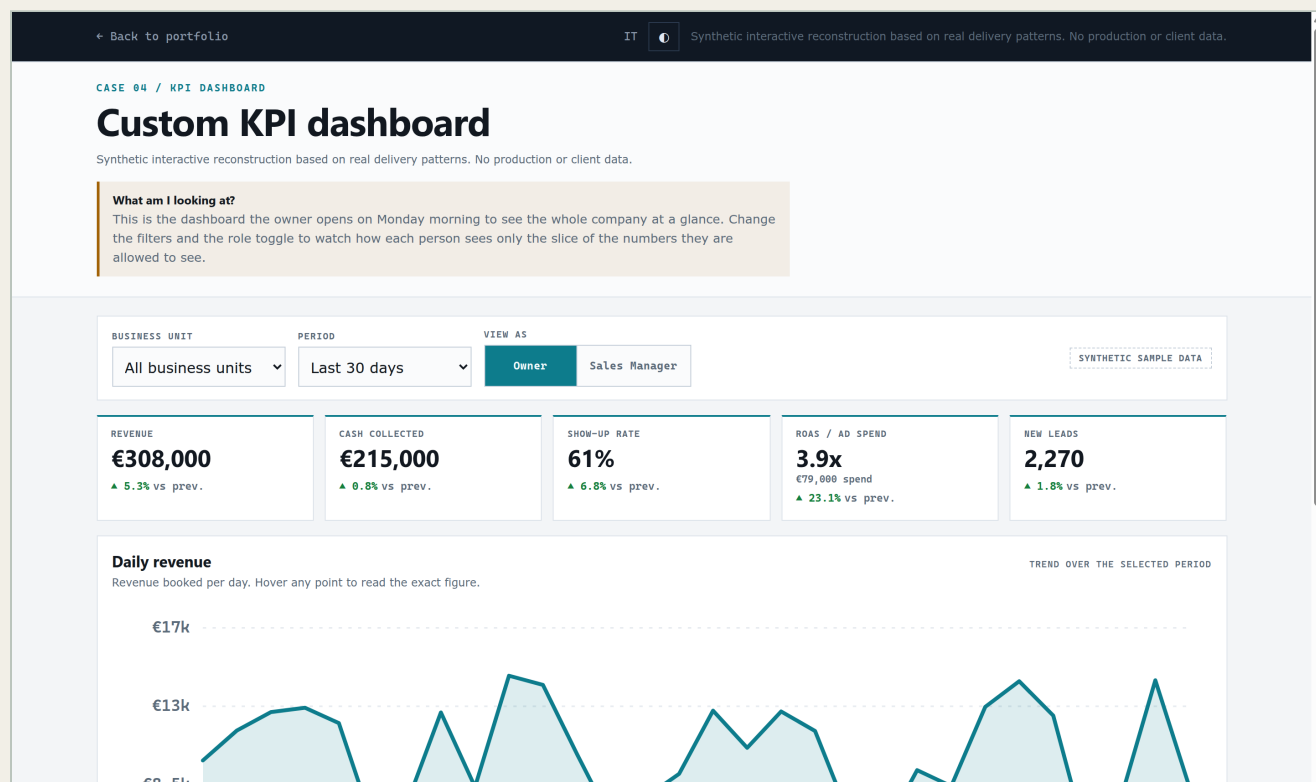
Revenue, cash collected, show-up rates and ad spend for multiple business units, pulled automatically from the CRM and ad platforms into one screen, with role-based views for each manager.

STACK

Next.js · Airtable API · Meta API ·
Docker/VPS · nightly sync jobs

VERIFIED STATEMENT

In production for a multi-business group;
data refreshed automatically every morning.



Screenshot from the included standalone demo. Synthetic interactive reconstruction based on real delivery patterns. No production or client data.

AI agents that work for a €2M/yr infobusiness, with a leash

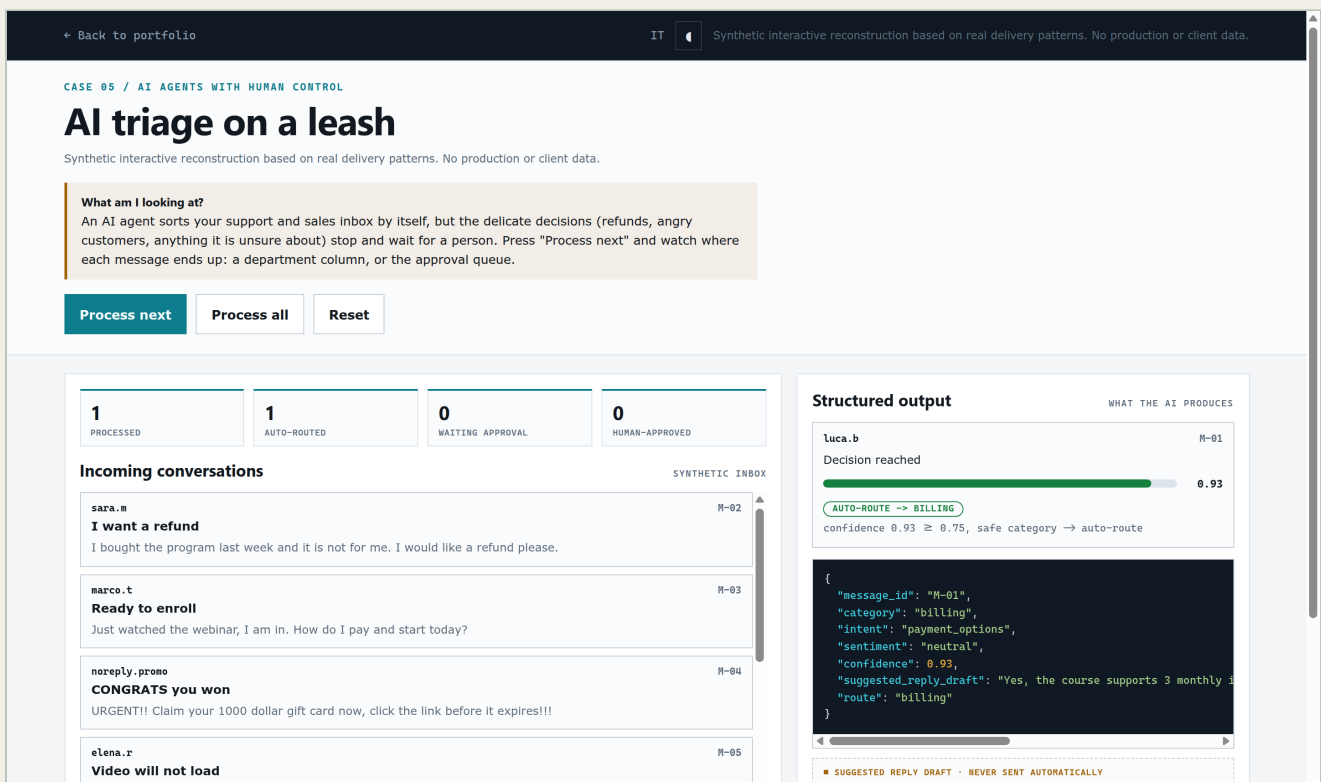
AI that reads, classifies and routes support and sales conversations. The nerdy part done right: confidence thresholds, structured output checks and a human approval queue, so the model never sends anything risky on its own.

STACK

n8n · LLM APIs · structured output · CRM integration

VERIFIED STATEMENT

Every decision above the risk threshold requires explicit human approval by design.



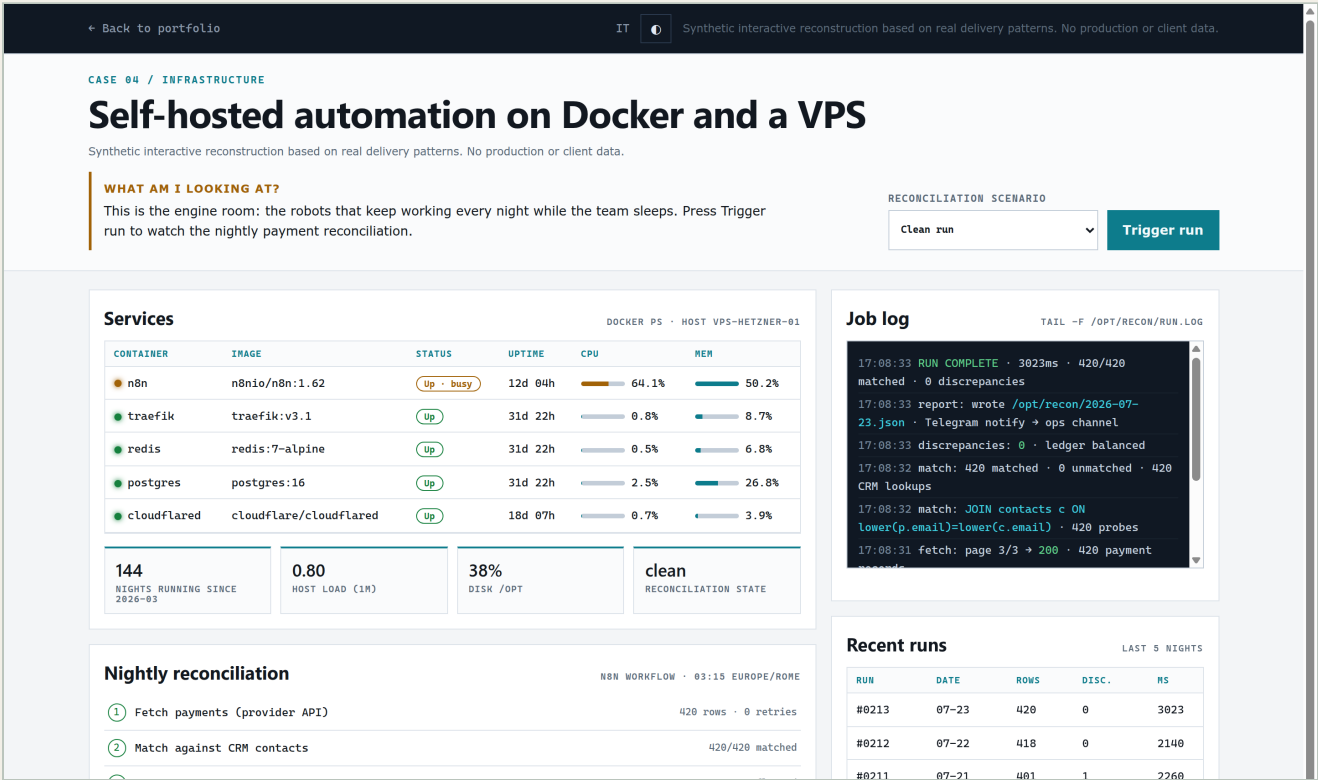
Screenshot from the included standalone demo. Synthetic interactive reconstruction based on real delivery patterns. No production or client data.

Self-hosted automation that runs every single night

Own the infrastructure, own the data: a Dockerized n8n stack on a VPS with routing, queues, retries and logging. Its reconciliation job has matched payments against the CRM every night since March 2026.

STACK
Docker · VPS · n8n · Traefik · Redis · Cloudflare Tunnel

VERIFIED STATEMENT
The nightly reconciliation workflow has run since March 2026.



Screenshot from the included standalone demo. Synthetic interactive reconstruction based on real delivery patterns. No production or client data.

Where did this lead come from? Answered

Ad spend without attribution is gambling. I joined UTMs, browser events, custom conversions and CRM stages until every lead had a source again, starting from a redirect that was silently eating the tracking parameters.

STACK

Meta Business Manager · Pixel · GTM · Cloudflare/DNS · Airtable

VERIFIED STATEMENT

Missing-UTM and routing issues were resolved, restoring usable attribution.

← Back to portfolio

IT Synthetic interactive reconstruction based on real delivery patterns. No production or client data.

CASE 05 / ATTRIBUTION DEBUGGER

Meta tracking and funnel diagnostics

Synthetic interactive reconstruction based on real delivery patterns. No production or client data.

WHAT AM I LOOKING AT?

This is where you find out where your leads really come from, and why the ads sometimes seem not to add up. Pick a scenario and launch the diagnosis.

SCENARIO

Healthy tracking

Run diagnosis

Event stream

PIXEL + SERVER EVENTS · CLICK A ROW

EVENT_ID	TYPE	UTM_SOURCE	FBCLID	REFERRER
ev_7a01	page_view	ig	fb.1.a7Kd..	l.instagram.com
ev_7a02	lead_submit	ig	fb.1.a7Kd..	vsl.example.invalid
ev_7a03	page_view	fb	fb.1.9Qmz..	l.facebook.com
ev_7a04	lead_submit	fb	fb.1.9Qmz..	vsl.example.invalid
ev_7a05	page_view	tiktok	null	ads.tiktok.com
ev_7a06	lead_submit	tiktok	null	vsl.example.invalid
ev_7a07	purchase	ig	fb.1.a7Kd..	checkout.example.invalid
ev_7a08	purchase	fb	fb.1.9Qmz..	checkout.example.invalid

8
EVENTS IN WINDOW

8
ATTRIBUTED

0
UNKNOWN SOURCE

Selected event

RAW PAYLOAD

// click a row in the event stream to inspect it
// missing required fields are highlighted

Diagnosis

ROOT CAUSE + FIX

JOIN RESULT

- 8 events joined to 6 CRM contacts on fbclid + email.
- Every conversion carries a utm_source; no fallback needed.

No issue detected. Attribution is complete for this window.

All identities, click IDs and referrers are synthetic (example.invalid). No ad account IDs, audiences, spend or revenue are present.

Attribution table

AFTER JOIN EVENTS + CRM CONTACTS

Screenshot from the included standalone demo. Synthetic interactive reconstruction based on real delivery patterns. No production or client data.

Stores, sites and campaigns that bring customers back

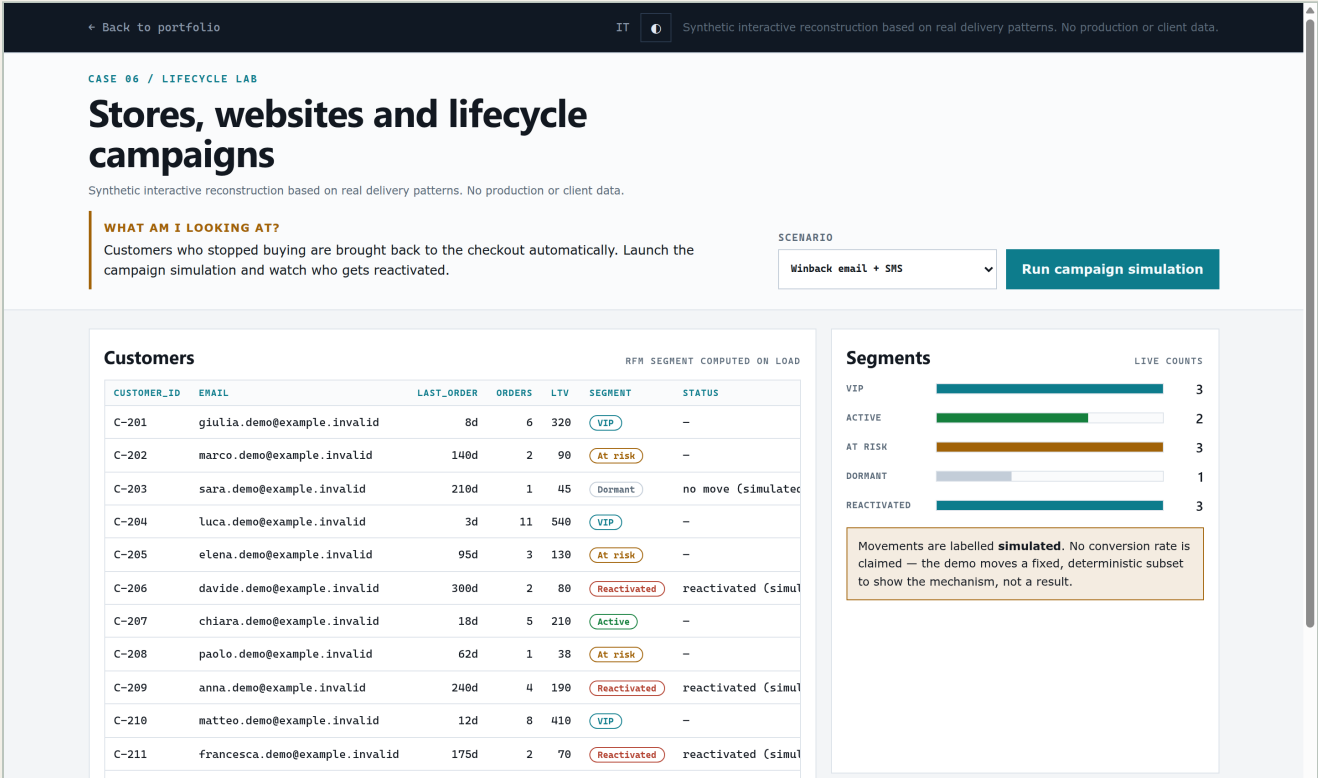
Four owned stores operated in one year, plus client work: acquisition, checkout, onboarding, retention and reactivation, the whole customer lifecycle, not just the ad.

STACK

Shopify/page builders · Meta advertising · email/SMS · automation

VERIFIED STATEMENT

Four owned stores were operated within one year. Financial performance is not claimed.



Screenshot from the included standalone demo. Synthetic interactive reconstruction based on real delivery patterns. No production or client data.

Business-first technical delivery.

Direct hands-on

Airtable, GoHighLevel, n8n, Zapier, Make, ClickFunnels, Google Workspace, Slack automation, Cloudflare, Docker/VPS, Meta Pixel, GTM, CRM and funnel operations.

AI-assisted development

Front ends, scripts, API integrations, data normalization, automation logic and operating tools built under human supervision and testing.

Working knowledge

REST APIs, webhooks, JavaScript/Apps Script, Python and Node.js-assisted workflows, HTML/CSS, SQL/data modeling, Supabase and agent architecture.

Creative tools

Adobe Premiere and Photoshop, DaVinci Resolve Studio, Higgsfield, ElevenLabs and generative models for image, video, voice, music and sound.

The portfolio qualifies AI-assisted building separately from traditional software engineering. Client names, source files, credentials, account IDs, spend, audiences and unsupported financial metrics are excluded.

