

Closing The Gap

How a tiny AI stack
turned stalled work
into working systems

The story starts with a report nobody stopped wanting.

We just stopped running it because it took too much time.

3 weeks

Analyst time per run

2M+ records

Across three ports/year

Dozens

Name variations
per company

ABC / A.B.C. /
ABC International

Jeff Price
Marketing Director, JAXPORT



The solution

ChatGPT to write the code, then our analyst reviews results



```
File Edit Tabs Help
(bizmatcher) jaxpi@marketing:~/Documents/apps/biz-matching $ python bizcombiner.py p.
Reference CSV headers: ['Variation', 'Primary Name']
Building reference mapping: 13360it [00:00, 338374.92it/s]
Normalizing piers data: 100%
Normalization complete. Output written to piers-2026-normalized.csv
(bizmatcher) jaxpi@marketing:~/Documents/apps/biz-matching $ python run.py
PIERS Quarterly Reports Analyzer
=====
Found 3 CSV file(s) to load (in order):
  piers-2024-normalized.csv
  piers-2025-normalized.csv
  piers-2026-normalized.csv
MySQL host [localhost]:
MySQL port [3306]:
MySQL user [root]: piers_user
MySQL password: █
```

** Nice spreadsheet, but... * * More leads please... **



What challenges are you facing?

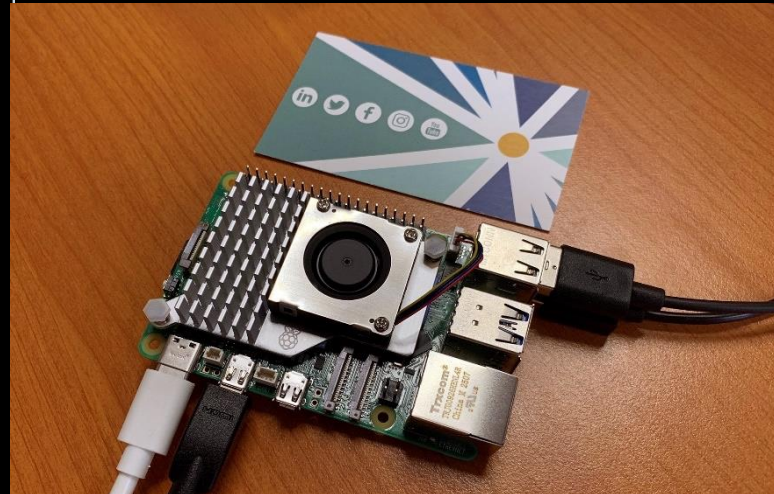
Meet Mr. Nobody

A low-cost digital worker performing tasks and providing suggestions

What he thinks he looks like



What he actually looks like



What it gives the team

- Technical assistance on auto-pilot
- Proactive suggestions about what to work on next that can turn into tasks
- Start with Osoba, finish with Claude Code & Codex

New Chat

Search conversator

History 0/5 pinned

History DB: Conn.

Map creator app
1 messages - Mar 25

SVG workflow
1 messages - Mar 24

Mr Nobody intro
1 messages - Mar 23

Finance service vessel
1 messages - Mar 23

Reefer campaign
1 messages - Mar 13

WCAG
1 messages - Mar 11

Intro
1 messages - Mar 6

MCP Tools

- Web Search ● Ready
- DB Query ● Ready
- Python ● Ready
- HubSpot ● Ready
- YouTube ● Ready
- Codex ● N/A
- Carva ● N/A
- Figma ● N/A
- Poe AI ● N/A

Knowledge Base ● 7 docs

Osoba

Model: gemma3:1b Mr Nobody Tasks KB Settings

Mr Nobody
Hello! I'm your AI assistant. Select a model for new chats. Click the ✨ icon to use tools. Select 'New Chat' or a past conversation.

Type your message...





Mr Nobody

Hello! I'm your AI assistant. Select a model for new chats. Click the ✨ icon to use tools. Select conversation.

Proactive Insights

Assign Reefer Campaign Content Tasks & Timeline

Move the reefer campaign from planning to execution by creating a task assignment sheet that distributes content creation work to staff members with clear deadlines. This unblocks the campaign's progress and aligns with your goal to grow cargo volumes. --- Description: Before implementing Spanish/Portuguese on country and LATAM pages, document your technical SEO approach (hreflang tags, URL structure, canonical tags) to prevent regression and ensure search visibility. This directly supports Goal A's requirement to maintain SEO while adding dual language support, which is critical

ation

0/5 pinned

ssel

- Ready
- Ready
- Ready
- Ready
- Ready
- N/A
- N/A
- N/A

Mr Nobody

Hello! I'm your AI assistant. Select a conversation.

Scheduled Tasks



Scheduled Tasks (15)

+ New Schedule

Create Scheduled Task

Task Name

Timezone

Eastern Time

Schedule

Simple

Advanced (Cron)

Frequency

Weekly

Time

9 : 00 AM

Day of Week

Monday

Preview: Mon at 9:00

Model

Select Model

Goal

Prompt helper:

Clarify

Expand

Tighten

Translate

Improve with AI

Describe what this scheduled task should accomplish...



Type your message...



Describe your long-running goal...

Add KB Doc

Templates

Create marketing dashboard plan

At JAXPORT, our seaport authority mark

Model: anthropic/claude-haiku-4-5

Genlogs app for JAXPORT

At JAXPORT, we have an API key to use

Model: anthropic/claude-sonnet-4-5

Research Freightos API

Research how we can query simple info

Model: anthropic/claude-haiku-4-5

Create an automated lead pipeline

Review the two knowledge docs - "how t

Model: anthropic/claude-sonnet-4-5

Create a marketing dashboard plan

At JAXPORT, our seaport authority mark

Model: anthropic/claude-haiku-4-5

Create a sales admin app

Create a sales admin assistant to stream

Model: anthropic/claude-sonnet-4-5

Create visual city reach US SE

create a programmatic way to generate

Model: anthropic/claude-haiku-4-5

Create sales admin app

Create a sales admin assistant to stream

Model: anthropic/claude-sonnet-4-5

Create a Wordpress plugin port to

Create a wordpress plugin to allow users

Model: anthropic/claude-sonnet-4-5

Improve website header and footer

Ensure accessibility standards are met a

Model: anthropic/claude-sonnet-4-5

Welcome back Jeff!



Opus 4.7 with medium effort · Claude Pro · Jeff
Price

~/Documents/apps/dashboard

Tips for getting started

Run `/init` to create a `CLAUDE.md` file with instructions

What's new

Added ``CLAUDE_CODE_SESSION_ID`` environment variable

Added ``CLAUDE_CODE_DISABLE_ALTERNATE_SCREEN=1`` env var

Added a "Pasting..." footer hint while a `Ctrl+V` image is pasted

[/release-notes](#) for more

/usage

└ Status dialog dismissed

Review the text file. Build this app for me.

• Reading 1 file, listing 2 directories... (ctrl+o to expand)

└ marketing-dashboard-plan.txt

★ Forging... (18s · ↑ 905 tokens · thought for 2s)

└ Tip: Use `/memory` to view and manage Claude memory

> █

esc to interrupt

Maps for Marketing: from production chore to a map in minutes

Ocean carrier service maps - our #1 requested resource

Before

- 2 - 3 hours per map.
- Multiple edits.
- Production work that nobody enjoyed.

After

- Text instructions turn into maps in minutes.
- Consistency improves because styling is centralized.
- Energy goes back to campaign creative.

Map Refiner

Create the base map first, then refine two editable layers: precise label placement and route geometry fixes for selected segments.

ZCP - Amberjack
Extent -110.00, 150.00, -60.00, 85.00 | central_longitude 180

- Arrows: move selected label
- Double-click: place selected label
- Route mode: click 2 points to add a fix
- Shift: 5x label step
- Alt: 0.2x label step

SELECTION
ROUTE

ZCP - Amberjack

Label Mode | **Route Mode**

Label mode keeps Jacksonville and international ports at the larger display size. Other US ports stay smaller exactly as rendered today.

LABELS
PORT / LABEL

Charleston

LABEL LON: -76.8043 | LABEL LAT: 35.5631

HORIZONTAL ALIGN: left | VERTICAL ALIGN: bottom

ARROW KEY STEP (DEGREES): 0.1

MAJOR LABEL SCALE: 2.00 | SMALL US LABEL SCALE: 1.20

Reset Label | **Copy Label Snippet**

EXPORT SNIPPETS

Copy Route Labels | **Copy Route Fix**

Copy All Overrides | **Export Final Map**



Finance data accuracy: cleaner geography, better decisions

Same normalization approach improved quality of throughput reporting

30%

Accuracy before the fix

70%

Accuracy after the current workflow

Mid-90s

Accuracy after adding 4th data source

Why it matters

- Better geography means better vessel reporting and more trustworthy planning.
- The same AI-assisted normalization pattern from PIERS can clean operational data.

Advertising intelligence: experiments & LinkedIn lessons

From no experiments to learning which approaches work best

FAB

Winning copywriting framework

PAS

Trailing copywriting framework

LATAM

Campaign conducted in April 2026

What the optimizer changed

- Ingested daily campaign performance data directly.
- Calculated usable metrics and controlled tests inside live campaigns.
- Turned copy tests into creative and budget allocation decisions.

- AdResearch**
- Dashboard
- Campaigns
- Ad Sets
- Ads
- Metrics
- Experiments
- Audiences
- Optimizer
- Import

Overview

Refresh

All-time performance across all campaigns

TOTAL SPEND	IMPRESSIONS	CLICKS	CONVERSIONS	AVG CTR	AVG CPC	ACTIVE CAMPAIGNS
\$395.74	344,414	272	440	0.08%	\$1.45	1 / 1

RUNNING EXPERIMENTS

0 / 4



Top Performing Ads View all

Headline	CTR	CPC	Conv.
Your Cold Chain Gateway ...	0.02%	\$5.13	11
Mantenga sus envíos de L...	0.07%	\$0.83	8
Alcance a 100 millones de...	0.10%	\$0.71	7
Optimice el comercio entr...	0.07%	\$1.00	6
Alcance a 100 millones de...	0.06%	\$1.25	6

Recent Experiments View all

Name	Status	Improvement
Change headline to c suite language	COMPLETED	—
Abstract headline to concrete market size benefit headline	COMPLETED	16.70%
Changing problem in intro to proof points in intro	COMPLETED	6.60%
Abstract headline to benefit headline	COMPLETED	16.70%

Admin help for Sales: voice memo in, Salesforce-ready notes out

The goal: less admin, more selling, without buying a platform the team did not have budget for.

3 hrs

To working demo

1 memo

Primary input

4 outputs

Structured
summary

What the app extracts

- Topics discussed and objections raised.
- Next steps and accountability.
- Paste-ready formatting for Salesforce updates.

SALES ADMIN ASSISTANT

Review meeting recordings, extract CRM-ready signals, and approve the record.

The workflow now surfaces participants, summary, objections, next steps, and CRM candidate matches before a meeting record is created.

1. Login

Username

admin

Password

.....

Sign in

START TONIGHT

**Pick one problem.
Spend ten minutes a day.
Close the gap.**

The tools are here, the cost is lower than expected,
and the first move can be small.



<https://bit.ly/jpelevate26>

Open source base

Lightweight infrastructure
can carry more than you
think.

Build tools

[Claude CoWork](#), [Codex](#),
[ChatGPT](#), [Gemini](#),
[Perplexity](#), [Manus](#), [Osoba](#).

Your challenge

Whatever your version of the gap is, it is
probably more closeable than it felt six
months ago.

