

Jestin Coler

AI Solutions Architect & Data Systems Builder | SQL Server | APIs | Applied AI

(714) 369-7447 | jestin@jestincoler.com | linkedin.com/in/jestin-coler | Indiana, United States

PROFESSIONAL SUMMARY

Data systems architect with 19 years designing enterprise data architecture and AI-enabled platforms for SaaS and CRM environments. Deep SQL Server expertise at scale, with recent focus on building AI-assisted systems, self-service API platforms, retrieval/knowledge assistants, automated testing, and agentic workflow automation, tied to real business logic. Known for turning high-stakes operational problems (legacy databases, complex CRM workflows, support and implementation operations) into systems that scale.

CORE SKILLS

Data Architecture | SQL Server | PostgreSQL | API Development (REST/GraphQL) | AI-Assisted Development | Retrieval-Augmented Generation (RAG) | Embeddings & Knowledge Retrieval | ETL & Data Migration | Workflow Automation | System Integrations | Business Logic Modeling | Test Automation (Playwright) | Jira/GitHub Integration | Enterprise SaaS Implementation | Stored Procedures | Data Governance

SELECTED TECHNICAL BUILDS

- **Mirabel Connect, API platform & workflow builder:** self-service API platform over enterprise CRM data, with an API generator and visual workflow builder, so customers manage their own applications, roles, keys, and documented integrations.
- **Automated Regression-Testing Platform:** AI-assisted test planning, DB-level assertions, mutation safety gates, self-healing selectors, scheduled runs, and reporting for complex CRM workflows.
- **Customer-Service Knowledge Assistant (RAG):** built from company-specific data (support history, schema, business rules) with a nightly curation pipeline, retrieval evals, source controls, and citations.
- **Jira Deep-Dive & Guarded Auto-PR:** turns support/dev tickets into well-documented engineering analysis and, when approved, opens guarded draft GitHub PRs under defined repo and diff limits and human review.

PROFESSIONAL EXPERIENCE

Director of Data Services

Mirabel Technologies | Fort Lauderdale, FL | Aug 2020 - Present

- Architected and shipped Mirabel Connect, a self-service API platform over enterprise CRM data, reducing reliance on one-off engineering for customer integrations.
- Designed an AI-assisted regression-testing platform for complex CRM workflows, with DB-level assertions, safety gates, self-healing selectors, scheduled runs, and reporting.
- Built a customer-service knowledge assistant using company data, with nightly curation, retrieval evaluations, source controls, and citations.
- Built a Jira deep-dive system that converts tickets into well-documented engineering analysis and, when approved, guarded draft GitHub PRs under human review.
- Help architect data systems supporting 25,000+ publications across 800+ companies.
- Built and lead the database-services function from the ground up, hiring and developing a team of 5 specialists responsible for an 800+ database production environment, setting standards, processes, and delivery at scale.
- Early adopter of AI development tooling (ChatGPT, Claude, Cursor) to accelerate delivery and documentation quality.

Database Administrator & Implementation Specialist

Mirabel Technologies | Fort Lauderdale, FL | Jan 2009 - Aug 2020

- Led database optimization and complex data migrations across a large multi-tenant SQL Server environment.
- Built ETL pipelines and enterprise integrations; authored internal and external technical documentation.
- Productized high-risk CRM data migration into a guided, auditable import platform (Mirabel Preflight / DataWizard) with field mapping, validation, duplicate detection, and audit trails.

Product Support & Technical Solutions

Mirabel Technologies | Fort Lauderdale, FL | Jun 2007 - Jan 2009

- Delivered expert software support and drove product improvements by surfacing and escalating client pain points to engineering.

EARLIER EXPERIENCE

Operations Manager & Business Development

Southeast Resort Media, LLC | Oct 2006 - Jun 2007

- Managed operations and technical project coordination; reduced production costs through efficiency gains.

Executive Assistant & Technology Projects

Spiegel & Utrera, P.A. | Oct 2005 - Oct 2006

- Supported technology projects across 13 global offices and helped oversee a \$1.5M marketing technology budget.

EDUCATION

Bachelor of Science, Political Science / Pre-Law, Middle Tennessee State University

Associate Degree, Accounting, International Business College, Fort Wayne, IN