ADAM NATROP
Systems Architect bridging Product, Messaging & Automation | AI & Digital Workflow
Minneapolis, MN (Open to Remote) | linkedin.com/in/adamnatrop | adamnatrop@gmail.com

PROFESSIONAL SUMMARY

I design systems that help organizations make sense of complex technology. My work focuses on bridging product, automation, messaging, and technical architecture — turning fragmented tools into structured digital ecosystems that drive outcomes.

My background spans storytelling, media production, web strategy, and automation infrastructure, evolving into a systems architecture role operating between business strategy and technical environments. Known for leading discovery conversations, designing automation-driven digital architectures, and helping teams understand how their technology fits together.

Seeking Solutions Engineer or Technical Go-To-Market roles where communication, architecture thinking, and AI workflows intersect.

CORE CAPABILITIES

Solutions & Architecture

- Technical discovery and solution design
- Systems architecture and workflow mapping
- Stakeholder translation across business and technical teams
- Demo-style communication and education

Automation & AI Workflows

- n8n orchestration
- GPT-enabled systems
- CRM and integration ecosystems
- Automation-first operational design

Digital Infrastructure

- Website and marketing technology architecture
- Analytics and workflow ecosystems
- Docker environments and cloud tooling awareness
- Node.js, Python, Git fundamentals

PROFESSIONAL EXPERIENCE

VP Marketing & Technology

Unrestricted MKTG | Aug 2022 – Present

- Serve as a cross-functional systems architect operating at the intersection of marketing technology, automation, and digital infrastructure. Role has evolved beyond traditional marketing leadership into technical strategy, discovery, and solution design across client environments.
- Lead discovery conversations translating business goals into structured digital systems
- Design automation-driven ecosystems spanning websites, CRM integrations, analytics, and AI workflows
- Act as a translation layer between leadership, creative teams, and technical implementation partners
- Introduce repeatable frameworks that shift organizations from ad-hoc execution toward scalable systems
- Guide technology decisions and workflow architecture aligning messaging, operations, and infrastructure
- Focused on bringing clarity to complex environments by helping organizations understand how their technology fits together.

Owner | Digital Systems Architect & Technical Strategy
Kryolum LLC | Aug 2019 – Present

- Founded Kryolum as a production-focused studio which evolved into an independent systems architecture and automation environment centered on digital infrastructure, AI workflows, and technical strategy.
- Design automation-first workflows connecting websites, CRM systems, analytics, and AI processes
- Architect technical environments aligning messaging, operations, and infrastructure
- Provide strategic consulting around digital architecture, workflow design, and technology planning
- Build and test emerging AI and automation frameworks to support scalable business operations
- Act as a technical translator helping stakeholders understand complex platforms and make informed decisions

Independent Media Producer & Technical Creative Strategist
Simple Video Works | Jan 2012 – May 2022

- Built and led an independent media production practice delivering documentary-style storytelling and technically complex creative projects.
- Managed full project lifecycles including discovery, technical planning, and delivery workflows
- Designed and supported technical production environments and infrastructure
- Led cross-functional production teams balancing creative execution with operational structure

Video Manager
Fairview Health Services | Dec 2011 – Jun 2019

- Led development of a full-scale video production department while architecting the technical infrastructure and workflows supporting enterprise communications initiatives across a large healthcare network.
- Designed production infrastructure including shared storage, editing systems, and workflow architecture
- Built scalable processes aligning creative production with operational communications goals
- Partnered with executive and clinical stakeholders to translate complex messaging into structured communication systems

Adjunct Faculty
Minnesota School of Business | 2011

- Developed curriculum and taught courses in camera operation, editing, lighting, and motion graphics while supporting technical lab environments.

EDUCATION

University of Minnesota
Full Stack Development Bootcamp