

Three AI agents **independently researched, designed and deployed** within Omnicom's enterprise AI platform — with no management brief, outside the scope of the QC Analyst role, and actively adopted by the production team across Amazon and Lego accounts.

AGENTS BUILT

PSE Compliance Report Fixer

01

CROSS-CLIENT · BROADCAST

Interprets HardingFPA test certificates and converts dense diagnostic data into plain-language fix guidance, grouped by severity and timecode.

- Classifies Luminance, Red Flash and Spatial Pattern violations: Critical / High / Medium
- Outputs timecode-specific fixes with complexity estimate
- Produces copy-ready compliance report for Teams or email

1hr → 10m

Typical report turnaround. Est. 83% time reduction.

Amazon Media Plan Analyser

02

AMAZON · OLV

Parses multi-market Amazon media plans from Excel, extracts delivery requirements and generates an encode strategy for the Edit Assist team.

- Flags non-standard specs: unusual aspect ratios, file types, durations and size caps
- Collates spec links by market and placement, deduplicating shared links
- Outputs Edit Assist speed strategy with QA checklist and CSV header

Multi-market

Replaces manual line-by-line media plan reading.

Lego Job Email Formatter

03

LEGO · BROADCAST / DIGITAL

Converts four inputs into a clean, consistent delivery email. Handles messy paste dumps and organises file lists automatically.

- Accepts filenames in any format: comma-separated, line breaks or paste dump
- Deduplicates and alphabetises file lists with consistent subject line template
- Enforces standard format across the team, reducing back-and-forth

Zero errors

Consistent format on every Lego delivery email.

WHAT THIS DEMONSTRATES

These agents were not assigned tasks — they were problems I identified, scoped and solved independently. Each required understanding both the technical workflow and the human one: who uses it, where it slows down, and what the output needs to look like to actually be used. That is producing thinking applied to a QC and Edit Assist context.

TECHNICAL CONTEXT

Built on **Omni AI**, Omnicom's enterprise-deployed AI platform. All agents use custom system prompt engineering with structured input/output design, severity classification logic and output formatting for non-technical users.

Prompt engineering Workflow automation Omni AI Broadcast compliance Media delivery ops Self-directed

All three agents were built independently with no management brief — self-initiated work beyond the QC Analyst job description.

Available to discuss on request.