

James Todd

AI-Assisted WordPress Website Support & Digital Production

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PROFILE

Practical AI-assisted WordPress and digital website support professional with hands-on experience building and improving responsive websites, service pages, enquiry journeys, FAQs, and customer-facing content for small businesses. I use tools such as OpenAI Codex, Claude, and Cowork responsibly to speed up planning, content structure, documentation, troubleshooting, website production, and workflow thinking while keeping final decisions human-reviewed and focused on business outcomes.

WordPress Support

AI-Assisted Website Improvement

Digital Operations

Core Strengths

Improving WordPress websites, service pages, custom sections, layouts, navigation, and mobile presentation.

Turning messy business content into clearer customer journeys, FAQs, enquiry paths, and plain-English support material.

Using OpenAI Codex, Claude, Cowork, and similar tools for planning, drafting, documentation, problem-solving, and production speed.

Communicating clearly with non-technical clients, employers, and small business stakeholders.

Selected Project Proof

James Todd Portfolio Theme & Promo Video james todd.digital

Problem: Needed a portfolio that could win freelance enquiries while also giving employers clear proof of WordPress, content, AI workflow, and support skills.

What I did: Built an editable WordPress portfolio theme with project case studies, SEO metadata, CV download, responsive styling, contact paths, and a Remotion promo video.

Value: Creates a polished proof point showing fast AI-assisted production from idea to uploadable WordPress theme.

ZenCode AI zencode-ai.com

Problem: WordPress needs help turning vague build ideas into clear plans, code tasks, debugging steps, and documentation.

What I did: Structured the product story around quick-start, plain meaning menus, debug support, contact control, and polish tools.

Value: A clearer AI product website that explains what the tool does, who it helps, and why it is different from a generic AI chatbot.

Selected Project Proof

Rapid Justice rapidjustice.co.uk

Problem: People facing disputes often need plain-English guidance before confidently creating letters or understand next steps.

What I did: Built a service journey around document selection, guided questions, review steps, reassurance copy, and important legal disclaimers.

Value: A more approachable legal-support experience that reduces overwhelm and helps visitors understand what the platform can and cannot do.

Hull Counselling Services hullcounsellingservices.co.uk

Problem: A counselling website must feel calm and trustworthy while helping visitors find services, urgent help, reviews, and contact options quickly.

What I did: Focused the layout around service clarity, trust signals, testimonials, contact paths, mobile presentation, and simple navigation.

Value: A more reassuring small-business website that makes it easier for visitors to understand support options and take the next step.

Experience

Self-employed Website & AI-Assisted Digital Support | Hull / Remote | Project-based

- Built and improved responsive websites for small businesses across mobile, tablet, and desktop.
- Created and customised WordPress and HTML/CSS pages with a focus on presentation, usability, and clear next steps.
- Improved page structure, service wording, FAQs, trust signals, enquiry journeys, and online presentation.
- Used AI-assisted workflows with tools such as OpenAI Codex, Claude, and Cowork to speed up planning, layout thinking, troubleshooting, documentation, and admin support.
- Worked directly with non-technical clients to understand goals, explain options clearly, make revisions, and deliver practical improvements.
- Managed project tasks independently, including planning, updates, testing, problem-solving, and handover notes.

Tools & Technology

WordPress, HTML, CSS, responsive web design, CMS platforms, Elementor familiarity, basic SEO, content UX, website builders, Remotion video production, OpenAI Codex, Claude, Cowork, Zapier-supported automation building, AI-assisted research, AI-assisted writing, planning, documentation, Google Workspace, Microsoft Office.

Best-Fit Roles

WordPress Support Assistant | Website Support Assistant | CMS / Web Content Assistant | Digital Support Assistant | AI-Assisted Website Improvement Assistant | Digital Operations Assistant | Customer Success / Onboarding Assistant

What I Can Support

Website support:

updates, layout fixes, structure improvements, mobile presentation, CMS admin, and handover notes.

Content support:

clearer service pages, FAQs, customer guidance, enquiry forms, and plain-English website wording.

Digital operations:

simple workflows, task organisation, support documentation, customer journeys, and onboarding steps.

AI productivity and automation support:

drafting, summarising, planning, checking, documentation, and using tools such as Cowork to help plan, build, and test simple Zapier automations within data/privacy rules.

Currently Learning

AI workflow automation concepts, Cowork-supported Zapier automation, AI-enhanced website support tools, CRM and customer onboarding processes, Make, n8n, HubSpot, AI agents, and practical digital operations workflows.

Education

BA (Hons) Web Design - 2:1

University of Lincoln | 2010 - 2013

Working Style & Availability

Available for remote or hybrid UK roles and freelance website support work. Calm, organised, practical, and strongest where websites, content, customer communication, and simple workflows need to be made clearer, faster, and more useful.