

Research, quality, digital optimization & practical systems

A detailed portfolio combining service offerings, structured work examples, and practical process improvements across AI evaluation, research, data quality, digital business support, documentation, and operations.

EVALUATE

AI responses, content & quality

VERIFY

Research, claims & sources

ORGANIZE

Data, documents & workflows

IMPROVE

Digital processes & client-ready outputs

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Analytical judgment + dependable execution

Search quality, AI/content evaluation, research, source verification, data organization, document creation, and small-business support come together in one practical strength: turning complicated or scattered information into work that is clear, usable, and easier to trust.

AI & CONTENT QUALITY

Review responses and digital content for factual support, relevance, clarity, completeness, consistency, instruction-following, and avoidable trust risks.

RESEARCH & VERIFICATION

Break questions into checkable claims, locate credible sources, compare evidence, document uncertainty, and summarize findings without overstating certainty.

BUSINESS & DIGITAL SUPPORT

Improve customer-facing pages, content structure, e-commerce organization, SEO/AEO readiness, and repeatable digital workflows.

OPERATIONS & DOCUMENTATION

Create practical SOPs, trackers, intake systems, reports, checklists, organized records, and handoffs that make the next action clear.

QUALITY COMMITMENT

Verified facts stay separate from assumptions and recommendations.
Uncertainty, limits, and missing inputs remain visible.
Fictional samples are labeled; confidential work is never reproduced.
Deliverables are checked for completeness, consistency, clarity, and practical use.

Core services represented in this portfolio

Each section that follows pairs a real service category with a concrete demonstration of the kind of problem it addresses, the work performed, and the improvement created in the result or process.

AI & QUALITY

- AI response / LLM evaluation
- Conversational AI behavior testing
- Search & content quality review
- Data annotation QA
- Online form QA testing

RESEARCH & DATA

- Fact-checking & source verification
- Structured online research
- Spreadsheet cleanup & validation
- Customer feedback coding
- Insight & issue reporting

DIGITAL BUSINESS

- Shopify / e-commerce optimization
- SEO / digital marketing support
- AI integration & workflow support
- Content & document quality
- ATS resume optimization

OPERATIONS

- SOP / process documentation
- Client intake & task handoff
- Expense & document tracking
- Meeting notes to action plans
- Virtual administrative support

The portfolio is intentionally broad, but the working standard stays the same: define the task, organize the inputs, apply the right checks, document decisions, and deliver something another person can use immediately.

AI Response & LLM Quality Review

Service: AI response evaluation, fact-checking, issue identification, and structured improvement recommendations.

EXAMPLE INPUT

"Our service is guaranteed to reduce every customer's energy bill by 40%."

The response is clear, but the universal savings claim is unsupported and creates avoidable trust risk.

CHECK	FINDING
Accuracy	The 40% claim is not supported for every customer.
Clarity	Easy to understand, but the certainty creates a misleading impression.
Usefulness	Supports a marketing goal but could damage credibility if published as written.
Responsible use	Use verifiable performance information and qualified wording.

SERVICES OFFERED

Accuracy & factual-support review
Instruction-following & relevance evaluation
Issue tagging and severity notes
Concise revision guidance

HOW THE RESULT IMPROVES

The final response becomes easier to verify, more defensible, and better aligned with the user's request.

Structured issue tags also make future revisions more consistent.

Illustrative sample - not client data. AI-assisted: personally reviewed and edited.

Conversational AI Behavior Testing

Service: multi-turn testing for context retention, clarification, tone, recovery behavior, verbosity, and interaction quality.

TEST SCENARIOS

1

Context retention

User already changed a plan; assistant repeats the question instead of using prior context.

2

Clarification

User says "move it to Friday"; assistant invents a time instead of asking one targeted question.

3

Tone consistency

Assistant becomes noticeably more formal after user correction.

4

Response length

Simple task is buried under unnecessary explanation.

PROCESS IMPROVEMENT

Testing exposes problems before they become repeated user friction. A behavior log turns subjective "this feels off" feedback into specific, reproducible issues that can be prioritized and retested.

Illustrative sample - not client data. AI-assisted: personally reviewed and edited.

Research, Fact-Checking & Source Verification

Service: claim identification, authoritative-source review, evidence comparison, citation organization, and plain-language conclusions.

1

Identify

Turn wording into a specific claim.

2

Research

Prioritize primary / authoritative sources.

3

Compare

Support, contradict, or qualify the wording.

4

Report

Explain verdict and corrected wording.

CLAIM	VERDICT	KEY FINDING
Generative AI material is automatically copyrighted.	INACCURATE	Protection depends on human authorship; purely AI-generated material is not automatically protected.
Search engines automatically penalize all AI-generated content.	INACCURATE	Guidance focuses on quality and spam policies rather than AI use alone.
Generative AI can confidently provide incorrect information.	ACCURATE	Fluent language is not proof of factual accuracy.

CLIENT-READY OUTPUT

A concise brief separates supported facts, uncertain points, and corrected wording. Sources stay tied to specific claims instead of appearing as a general reference list, making the research trail easier to review and reuse.

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Search & Content Quality Evaluation

Service: search-intent analysis, result usefulness review, source-purpose checks, freshness review, and content-quality assessment.

SEARCH INTENT

Query: "best free invoicing tool for a new freelancer" - likely intent is a beginner-friendly comparison of genuinely free options, limitations, and ease of use.

A**Independent comparison**

Recently updated, explains free-plan limits and selection method.

HIGH**B****Vendor landing page**

Relevant but promotes one product and does not compare alternatives.

MEDIUM**C****Older ranked list**

Topic match, but vague criteria and potentially outdated plan details.

LOW

Improvement: the review makes the ranking logic visible and highlights where a result is relevant but incomplete, promotional, stale, or unsupported - helping decisions rely on usefulness rather than surface-level topic match.

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Data Annotation Consistency Review

Service: label QA, disagreement review, ambiguity handling, duplicate detection, decision rules, and exception workflows.

30

records reviewed

7

label disagreements

4

ambiguous cases

2

duplicates

MESSAGE	ORIGINAL	QA DECISION
I am still waiting on my refund.	GENERAL QUESTION	CHANGE -> BILLING ISSUE
Love the item, but the box was torn.	PRAISE	REVIEW -> MIXED FEEDBACK
Please cancel order 284.	CANCELLATION	KEEP

RULE REPAIR - BILLING ISSUE

Use when the primary problem involves a charge, payment, credit, or refund.

RULE REPAIR - MIXED FEEDBACK

Allow more than one label when a message contains clear praise and a distinct problem.

Process improvement: corrected labels + clearer category boundaries reduce repeat disagreements and give uncertain examples a defined exception path instead of forcing a guess.

Illustrative sample - not client data. AI-assisted: personally reviewed and edited.

Spreadsheet Cleanup & Validation

Service: record standardization, validation rules, duplicate checks, issue logging, and clean handoff of unresolved values.

FICTIONAL SERVICE-REQUEST SHEET

BEFORE

- Mixed date formats
- Inconsistent status wording
- Names entered differently
- Missing / duplicate IDs
- Categories used inconsistently

AFTER

- Standard date format
- Controlled status values
- Normalized naming rules
- Duplicate flag column
- Unresolved items kept visible

SAMPLE FOCUS

18 rows | 27 issues | inconsistent dates, statuses, names, IDs, and categories

Outcome: standardized table, field rules, issue log, and a handoff that separates corrected values from records still needing human review.

CLEANUP

VALIDATION

ISSUE LOG

HANDOFF RULES

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Customer Feedback Coding & Insight Report

Service: qualitative coding, sentiment analysis, pattern detection, priority setting, and evidence-linked recommendations.

THEME CODING

Delivery updates - 8

Ease of use - 6

Support speed - 5

Pricing clarity - 3

Feature requests - 2

INSIGHT MATRIX

Repeated

Customers mention slow updates more often than any other theme.

High-impact

A small number of pricing-clarity comments describe confusion at decision time.

Priority

Improve status updates first; revise pricing explanation next; track feature requests separately.

HOW THE PROCESS IMPROVES

Coding prevents a few loud comments from being mistaken for the whole story. Separating frequency, severity, and business impact produces a more defensible priority list and keeps recommendations tied to the comments that support them.

Sample focus: 24 comments | 5 themes | 3 priority actions

Illustrative sample - not client data. AI-assisted: personally reviewed and edited.

Online Form QA Test Report

Service: scenario-based testing, issue logging, severity assignment, reproduction steps, expected behavior, and acceptance criteria.

12

tests

8

passed

4

failed

2

high priority

TEST	ACTUAL BEHAVIOR	EXPECTED	SEVERITY
Required field	Form submits with blank phone number.	Prevent submit + show message.	HIGH
Invalid email	Generic error appears after submit.	Inline validation before submit.	MEDIUM
Back button	Entered text is lost.	Retain prior valid values.	MEDIUM

DELIVERABLE

Each issue is written so another person can reproduce it: test condition, steps, actual behavior, expected behavior, severity, and a simple acceptance statement for retesting.

Improvement: instead of a vague "the form is broken" handoff, the team receives a prioritized list of observable defects and a clear definition of what "fixed" should look like.

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ATS Resume Optimization & Professional Rewrite

Service: ATS-readable structure, role targeting, keyword alignment, achievement-focused rewriting, and final quality review.

BEFORE / RAW CONTENT

"Helped with files, emails, research, customer questions and other office work. Responsible for keeping things organized and helping wherever needed."

ISSUE	WHY IT WEAKENS THE RESUME	OPTIMIZATION
Vague wording	Responsibility and work context are hard to see.	Use specific actions and organized categories.
Scattered keywords	Relevant skills are difficult to identify quickly.	Align terminology naturally with the target role.
No outcomes	Duties are listed without purpose or usefulness.	Add supportable scope, purpose, or result.
Weak structure	Important qualifications are not prioritized.	Use standard ATS-readable headings and hierarchy.

REWRITTEN EXPERIENCE EXCERPT

Organized digital records, project files, and routine correspondence so information remained current and easy to retrieve.

Researched requested topics, summarized findings, and maintained source details for reference.

Responded to customer questions, routed follow-up items, and documented unresolved issues for the appropriate team member.

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SOP & Process Documentation

Service: process mapping, step sequencing, role clarity, checklists, exception notes, and clean handoff documentation.

BEFORE

"Check yesterday's jobs. Find missing photos. Look for unpaid balances. Call delayed materials. Tell the crew what changed. Do not forget tomorrow's first appointment."

AFTER

A visible seven-step opening routine with clear order, exception flags, and a completion point.

1

Open the job board

2

Close yesterday

3

Flag exceptions

4

Check balances

5

Prepare crew update

6

Confirm tomorrow

7

Record completion

Process improvement: the routine no longer lives in one person's memory. The sequence is easier to follow, missed steps are easier to spot, and unresolved items have a defined place to carry forward.

Illustrative sample - not client data. AI-assisted: personally reviewed and edited.

AI Integration & Workflow Support

Service: workflow mapping, AI-assisted task design, prompt / rule definition, human-review checkpoints, and implementation support for repetitive digital work.

FICTIONAL INTAKE-TO-TASK WORKFLOW

1

Client form

Collect request, deadline, files, and priority.

2

AI assist

Summarize request and classify task type.

3

Rules

Flag missing information or sensitive fields.

4

Human review

Confirm scope before anything is sent or changed.

5

Task handoff

Create organized brief + next-step checklist.

CONTROL POINTS

AI proposes; a person approves decisions that affect scope, client communication, or final output.
Sensitive or uncertain inputs are routed for manual review instead of being guessed.
The workflow logs what was received, what was generated, and what still needs confirmation.

Process improvement: repetitive intake and organization can be accelerated without removing the human checkpoint that protects accuracy, privacy, and client expectations.

Shopify & E-Commerce Optimization

Service: storefront content review, product-page consistency, navigation / collection organization, customer-information cleanup, and conversion-friction identification.

STORE AUDIT

Product titles
Inconsistent naming pattern

Descriptions
Benefits buried under long copy

Collections
Overlapping categories

Shipping FAQ
Important conditions hard to find

Image alt text
Missing on several images

OPTIMIZED STRUCTURE

TITLE
Consistent product + variant naming

TOP BLOCK
Primary benefit + key decision details

DETAILS
Materials, fit/specs, care/use

TRUST
Shipping, returns, stock expectations

SEO
Readable headings + descriptive alt text

HOW THE RESULT IMPROVES

The store becomes easier to scan and maintain. Customers can find essential product, shipping, and return information with less digging, while the owner gains a repeatable product-page standard for future listings.

No sales or ranking guarantee is implied; the sample focuses on structure, clarity, consistency, and usability.

Illustrative sample - not client data. AI-assisted: personally reviewed and edited.

SEO / Digital Marketing Support

Service: search-intent mapping, on-page content review, page structure, metadata guidance, content briefs, and digital-marketing QA.

EXAMPLE PROBLEM

A small-service website uses one broad page for several different buyer needs. Headings are generic, meta descriptions repeat, and the page does not clearly answer the questions behind the search.

INFORMATIONAL

"What does an AI response audit check?"

Create an explanatory section / FAQ.

SERVICE

"AI response evaluation service"

Dedicated service page with scope + deliverables.

TRUST

"How are findings verified?"

Method + source / QA explanation.

CLIENT-READY OUTPUT

A page map, search-intent notes, recommended headings, content gaps, internal-link suggestions, and a simple QA checklist for titles, descriptions, readability, and claims.

Improvement: content is organized around distinct user needs rather than one catch-all page, making the site easier to understand, easier to maintain, and better aligned with search intent.

Client Intake & Task Handoff System

Service: project intake organization, missing-information checks, scope confirmation, action registers, follow-up drafting, and administrative handoff support.

UNORGANIZED REQUEST

"I need the chatbot answers checked and a report by Friday. Focus on anything that sounds wrong or confusing. I have screenshots somewhere and want the most important problems first."

FIELD	ORGANIZED PROJECT BRIEF
Objective	Review chatbot responses for inaccurate, unsupported, confusing, or inconsistent information.
Deliverable	Prioritized written report with finding, severity, example, explanation, and recommended correction.
Required inputs	Screenshots / export, approved business facts, audience, and priority scenarios.
Open questions	Number of responses, exact deadline / time zone, report format, annotation needs, confidentiality handling.
Status	Pending files and clarification.

FOLLOW-UP OUTPUT

The requested outcome is clear. Before beginning, please send the response export and confirm the number of responses, Friday's deadline and time zone, preferred report format, and whether screenshots should be annotated. Please also provide the approved business information that should be used to verify the answers.

Process improvement: work can begin with fewer assumptions, fewer back-and-forth corrections, and a visible record of what is still needed.

Expense & Document Tracking System

Service: record organization, document-status tracking, follow-up queues, file naming, month-end notes, and administrative visibility.

16

transactions

11

complete

3

missing docs

2

review items

ID	CATEGORY	DOC STATUS	FOLLOW-UP
E-014	Materials	Complete	-
E-015	Software	Missing receipt	Request copy
E-016	Travel	Review	Confirm category
E-017	Supplies	Complete	-

DASHBOARD

One view of complete, missing, and review items.

FOLLOW-UP QUEUE

Only records needing action stay visible.

NAMING STANDARD

Files sort predictably and match the tracker.

MONTH-END NOTE

Open questions are documented before handoff.

Improvement: the system turns a folder of documents into a visible work queue, reducing the chance that missing support files or unresolved questions disappear into the archive.

Relevant background + a repeatable quality standard

The work shown in this portfolio is grounded in experience with search evaluation, small-business operations, customer-facing environments, documentation, independent digital work, and structured quality review.

Search Quality Rater | Welocalize | 2026

Evaluated digital results for relevance, usefulness, factuality, source credibility, and user intent under detailed guidelines.

Independent Digital Services | NicheFindrIQ | 2026-present

Develops research, AI/content review, digital quality, professional document, optimization, and workflow-support services.

Small-Business Operations | Bryson Home Exteriors

Supported bookkeeping records, customer communication, scheduling, purchasing, documentation, and routine workflows.

WORKING STANDARD

Scope first
Fact vs. judgment
Privacy & discretion
No inflated claims
Clear handoff
Final quality check

CREDENTIALS + CONTACT

HubSpot Academy: Digital Marketing, Inbound Sales, AEO Fundamentals

Strayer University studies in research, writing, business, and marketing; degree studies currently on hold

Georgia, United States | Remote

nichefindriq.com

[Upwork Profile - upwork.com/freelancers/~016cc2b2150c475345](https://www.upwork.com/freelancers/~016cc2b2150c475345)

[Payhip Store - payhip.com/SBNFIQ](https://payhip.com/SBNFIQ)

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