Lighten AI
Fractional AI Officer for Shopify Brands

Robert "Berto" — Founder
Toronto, ON | berto@lightenai.co
lightenai.co | linkedin.com/in/bertomill

Built for Shopify Brand Founders

Scale Your Shopify Store With AI.
Without Scaling Your Team.

I embed as your fractional AI officer and build AI-powered systems — content engines, customer support bots, marketing automation, and operations intelligence — all custom-built for your Shopify store. You grow revenue without growing headcount.

200+	3x	70%	$0
AI Systems Built	Content Output	Less Production Time	New Hires Needed

Sound familiar? You're writing product descriptions one at a time. Customer support tickets pile up overnight. Your marketing feels inconsistent because nobody has time. You tried ChatGPT but everything sounds generic. You need a system — not another tool to figure out.

The Four AI Systems I Build For Your Store

01 Content Engine
AI generates product descriptions, collection pages, email flows, and social content — all in your brand voice. Launch faster, list more, rank higher.
DATA → BRAND VOICE AI → DESCRIPTIONS + SEO + EMAILS + SOCIAL

02 Customer Support AI
Smart chatbots handle FAQs, order status, returns, and sizing questions 24/7. Your team focuses on complex issues while AI handles the volume.
QUERY → AI TRIAGE → INSTANT ANSWER OR ESCALATE

03 Marketing Automation
AI-powered ad copy, SEO optimization, campaign automation, and personalization. Every customer gets the right message at the right time.
AUDIENCE → AI COPY + TARGETING → PERSONALIZED CAMPAIGNS

04 Operations Intelligence
Inventory forecasting, order automation, and sales analytics. Make data-driven decisions without hiring a data team.
STORE DATA → AI ANALYSIS → FORECASTS + ALERTS + INSIGHTS

How It Works

1 Store Audit
I map your workflows, identify bottlenecks, and find where AI creates the biggest impact.

2 Custom AI Build
Systems trained on your brand voice, products, and customers — not generic templates.

3 Integration & Launch
Plugged into your Shopify stack — Klaviyo, Gorgias, Notion, your apps.

4 Monthly Optimization
As your fractional AI officer, I refine, expand, and keep you ahead.

Expected Impact

3x	70%
Content Output	Faster Production

24/7	10x
Customer Support	Listings / Day

"You should be building your brand and talking to customers — not grinding out product descriptions and email sequences every week."
— Berto, Founder of Lighten AI

Shopify brands	DTC founders	Small teams,	AI-curious,	Canadian
scaling fast	$10K–$500K/mo	too many hats	no time to build	e-commerce

Your Monthly Retainer Includes

✦ **Dedicated fractional AI officer** — on your team, not a vendor
✦ **All four AI systems** built, maintained, and optimized
✦ **Brand voice AI training** — sounds like you, not a chatbot
✦ **Shopify + tool integrations** — Klaviyo, Gorgias, Notion
✦ **Team training & onboarding** — everyone confident in 1 week
✦ **Slack access** — direct line when you need me

200+ AI agents built • Ex-KPMG AI & Tax Technology • Shopify Ecosystem • MakersLounge Toronto (500+ members)

Let's audit your Shopify store — free.
30 minutes. I'll show you exactly where AI fits your brand.

berto@lightenai.co	lightenai.co	linkedin.com/in/bertomill
Email	Website	LinkedIn