

BEN HORCH

SOCIAL MEDIA & GROWTH MANAGER | WEB DEVELOPER | AI WORKFLOW DESIGN & TRAINING

Missouri | Remote, U.S. | Available immediately | 417-422-3213 | bhorch45@gmail.com | borsintel.com | [LinkedIn](#)

SUMMARY

Social media and growth manager, web developer, and AI workflow designer with nearly four years building audiences and systems that turn attention into customers. Founded Bors Finance and launched every brand channel from zero. Builds repeatable GPT workflows for research, source verification, scripting, repurposing, newsletters, reports, and analysis with documented prompts, guardrails, review loops, and team-ready training.

PROOF IN 10 SECONDS

0 to 62K+ Facebook | 550K top public Reel | 43.8K historical video peak | approx. 22K email | 45.1% latest open | \$210K+ listed on Whop | 2 live sites | 3 documented AI systems

EXPERIENCE

BORS FINANCE

OCT 2022 - PRESENT

Founder | Social Media, Content & Growth

- Founded the brand and built every social channel from zero, setting strategy and publishing across X (Twitter), Facebook, Instagram, TikTok, YouTube, Discord, Telegram, and email.
- Grew Facebook from 0 to 62K+ page likes and the video channel from 0 to a historical peak of 43.8K subscribers and approx. 10.7M views; public Facebook Reels reached 550K, 196K, 115K, 83K, and 76K views.
- Ran end-to-end content operations across research, scripting, production, publishing, community, analytics, and strategy reviews; built reusable GPT workflows for source checks, hooks, platform adaptation, newsletters, reports, and repurposing while retaining final editorial approval.
- Connected audience growth to company growth through lead capture, email, memberships, subscriptions, affiliate workflows, landing pages, conversion testing, customer feedback, and support.

THE FIFTH SIGNAL

2026 - PRESENT

Founder | Growth, Lifecycle & Web Development

- Reactivated an approx. 22K-subscriber email audience; five measured campaigns delivered 112,144 emails at a 35.5% weighted open rate, with the latest reaching 45.1%.
- Designed, developed, wrote, and deployed The Fifth Signal's responsive customer-facing website and acquisition-to-retention funnel across landing pages, lead capture, checkout pathways, lifecycle email, Telegram delivery, memberships, and customer support.
- Shipped 30+ website, funnel, and product iterations using performance data and customer feedback.
- Whop's public creator profile lists \$210K+ earned; the current offer is rated 4.5/5 from eight ratings.

SELECTED WEB & AI SYSTEMS

Web Development - Built and deployed [BorsIntel.com](https://borsintel.com) and [TheFifthSignal.com](https://thefifthsignal.com) end to end: responsive UX, copy, conversion flows, front-end implementation, QA, GitHub, Netlify, and ongoing iteration.

AI Workflow Design & Team Training - Built role-specific GPT systems for source-backed research, X posts and replies, newsletters, long-form reports, performance analysis, and repurposing. Documents instructions, examples, source and brand guardrails, revision loops, and approval checks so teams can learn and run each workflow consistently.

CORE SKILLS

Social Strategy | X (Twitter) | Facebook | Instagram | TikTok | Scriptwriting | Content Operations | Email/CRM | AI Workflow Design | Generative AI | Prompt & System Instructions | Team AI Training & SOPs | Source Verification | Human-in-the-Loop QA | Web Development | HTML/CSS/JavaScript | Landing Pages/CRO | GitHub | Netlify | Beehiiv | Discord | Telegram

SELECTED PROOF

[Portfolio](#) | [AI workflow examples](#) | [The Fifth Signal](#) | [Bors Facebook](#) | [Public Reels](#) | [Whop proof](#) | [Independent coverage](#)