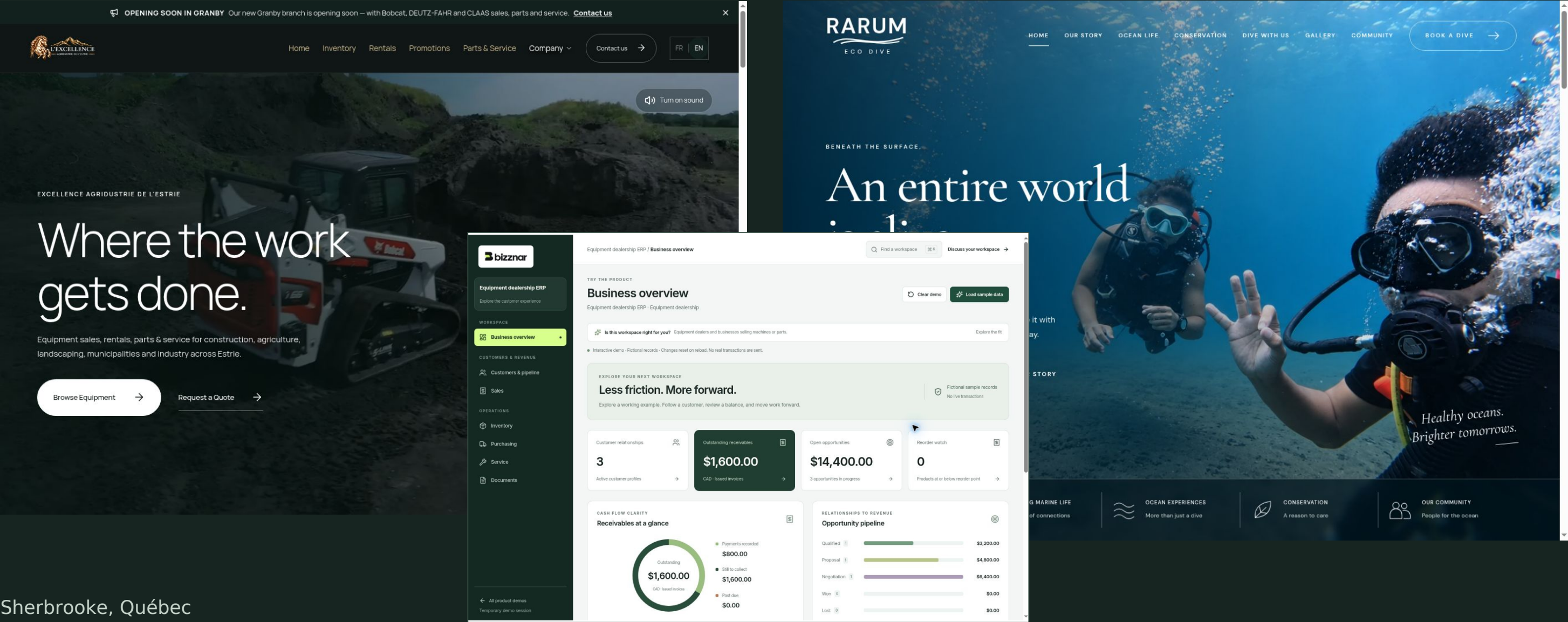


Charmie Gordo

Someone saw my potential.
I built on that trust.

Website ownership · Inventory feeds · Catalog advertising
Business operations · Digital products · Founder, Bizznar



Sherbrooke, Québec

I wanted to make that trust count.

I joined Excelko on January 26, 2026, in marketing. Where others saw a language barrier, someone saw my potential. I wanted to make that trust count.

My handover was four pages of paper, with some information missing. I identified the gaps and independently designed and built the websites, inventory systems and operational tools that follow, using development and AI-assisted tools.

26

JANUARY 2026

The starting point at Excellence Agridustrie de l’Estrie

01

Take ownership

I took over website management, design and hosting.

02

Build the source

I built internal inventory to feed the website and listing platforms.

03

Connect the channels

I connected inventory to Meta Catalog and Google Merchant Center.

04

Keep building

I extended the work into Excelko Hub, Bizznar products and Rarum.

I worked through agency restrictions

External restrictions should not decide what a business can improve.

THE RESTRICTION

The agency-managed setup limited access and changes to the digital tools the dealership needed.

THE DELAY

Requests moved between the provider's departments, with delays and repeated follow-ups.

MY RESPONSE

I rebuilt the website, took over its management and hosting, and built the inventory system behind it.

I encountered neglected agency-managed services. I took ownership of the website and inventory foundation so Excelko could move forward.

From US\$1,000/month to in-house ownership

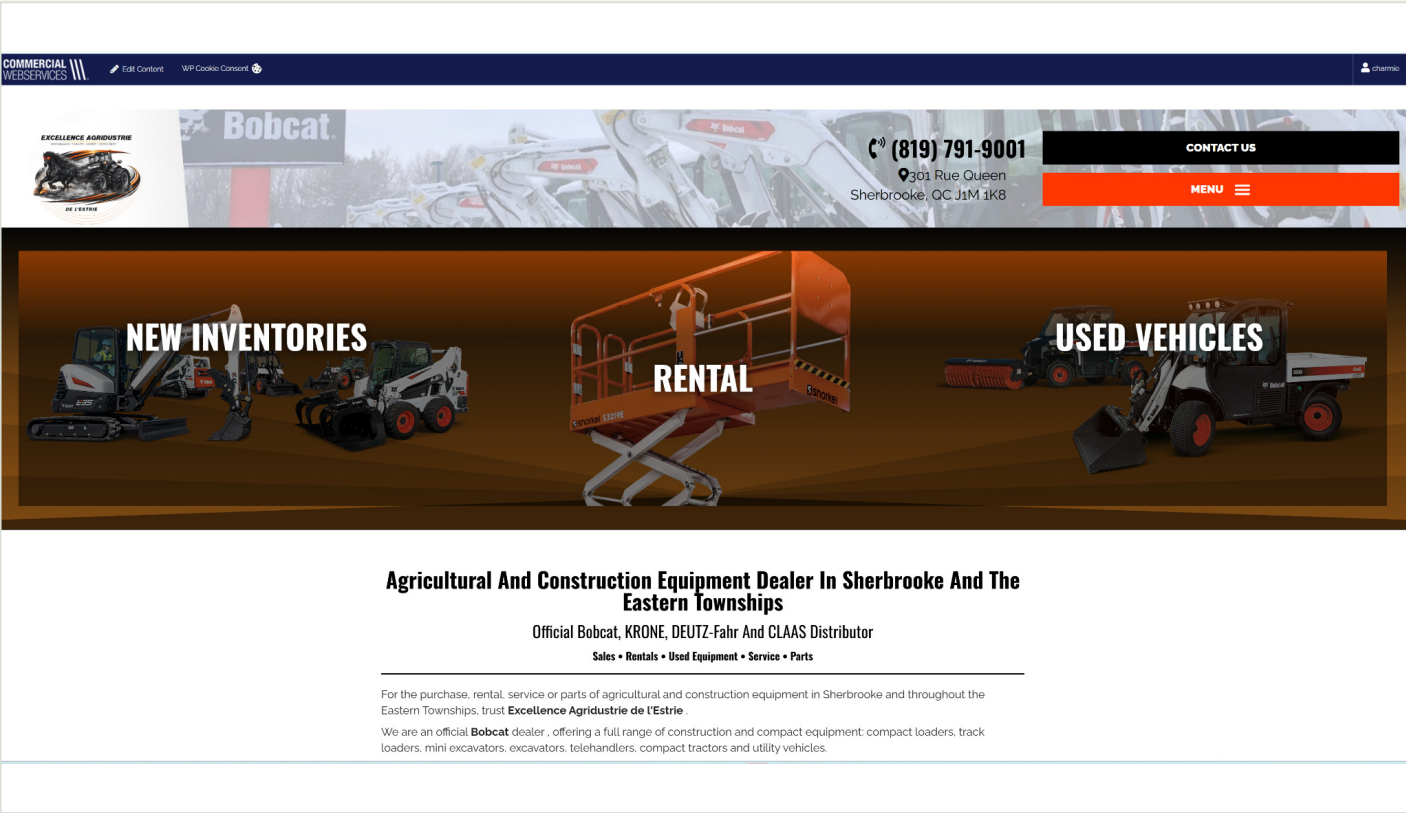
I brought website management, design and hosting in-house, then rebuilt the public experience around equipment sales, rentals, parts and service.

BEFORE / CWS WEBSITE

US\$1,000 / month

US\$12,000 annualized agency fee

Historical agency cost; replacement costs not deducted. No net savings or ROI calculated.

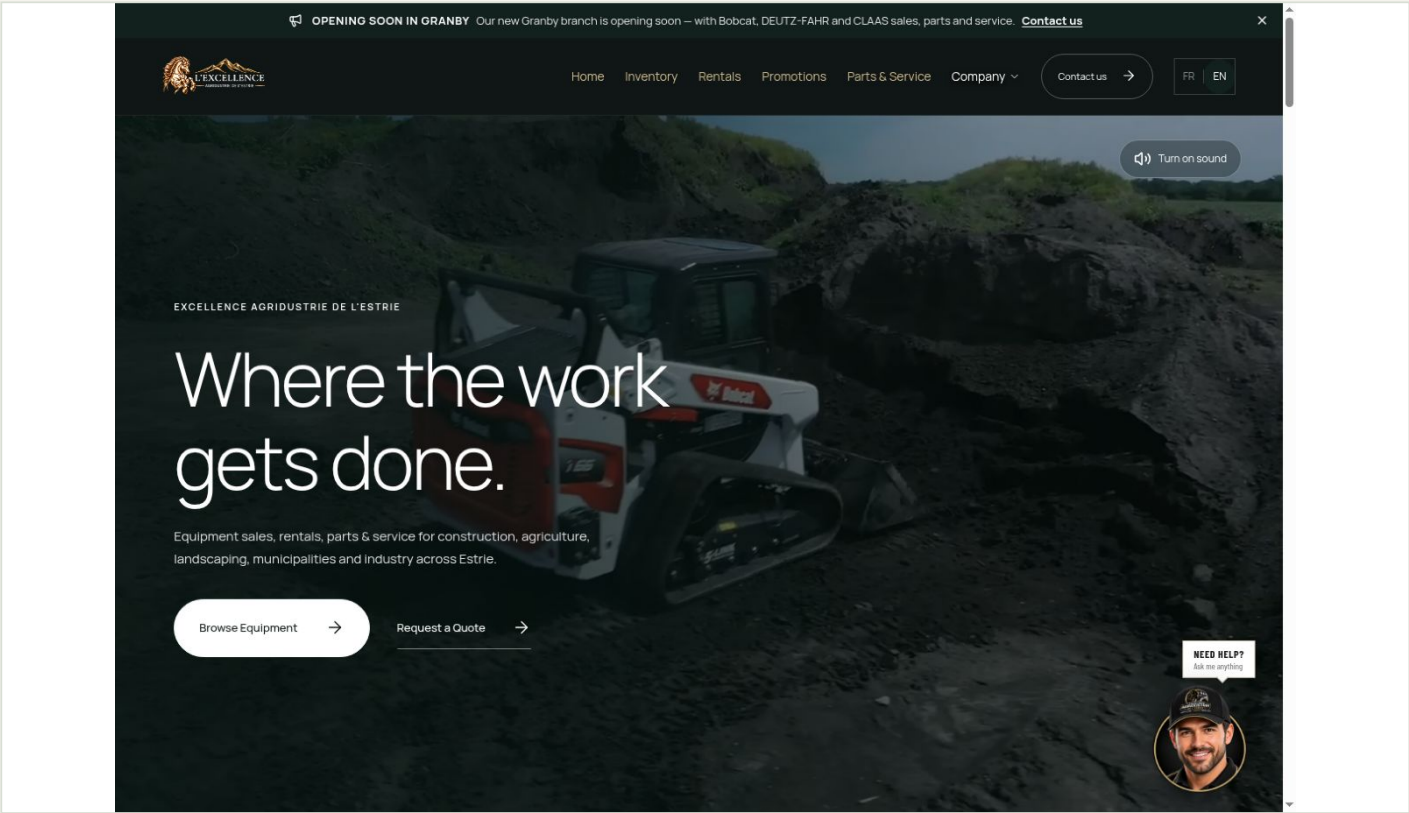


The former desktop homepage, with its inventory, rental and used-equipment panels. Original screenshot uploaded March 26, 2026.

NOW / EXCELKO.COM

Built & managed in-house

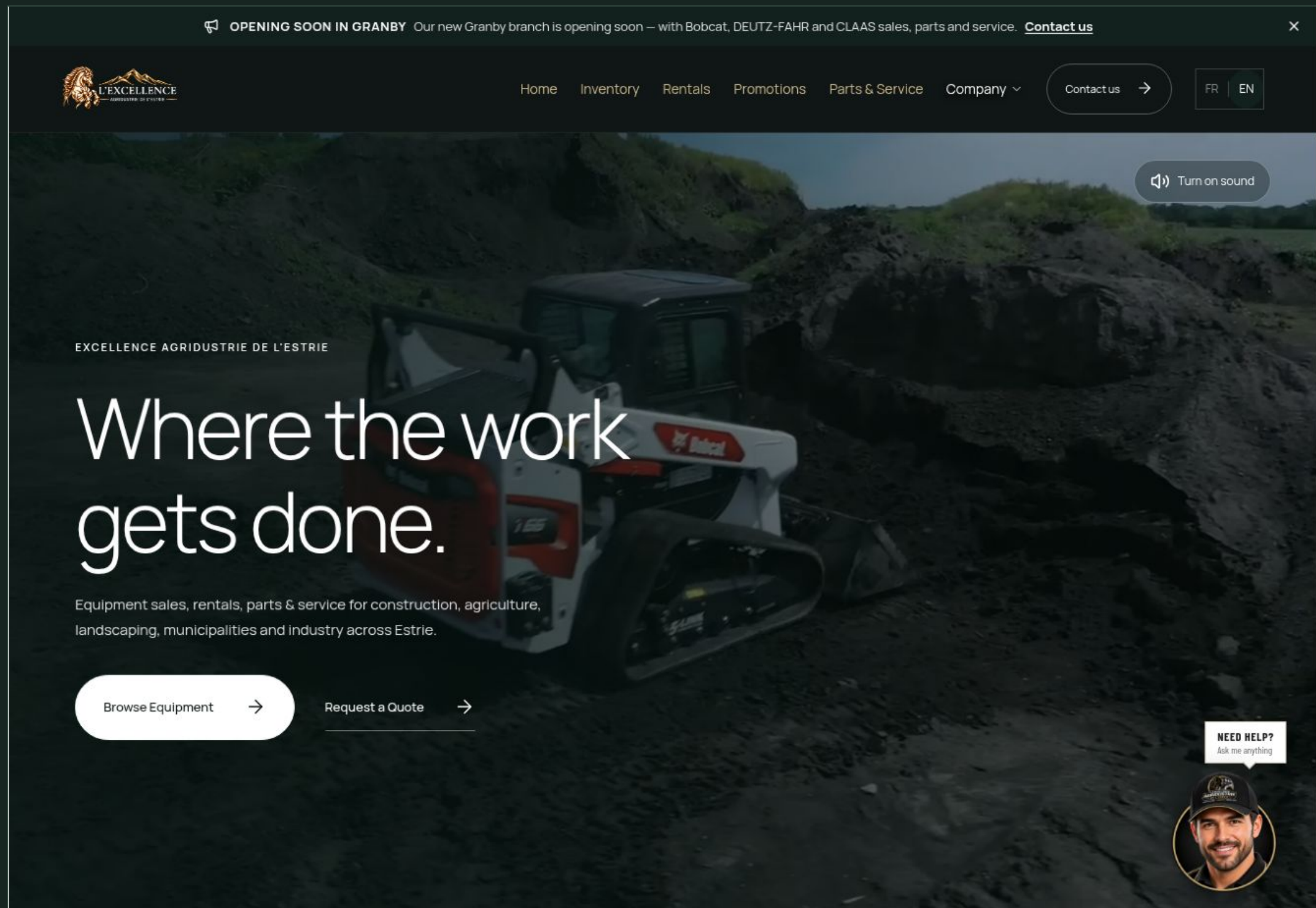
My work: design, build, management and hosting



The rebuilt website: a new visual identity, clearer browsing and an internal inventory source feeding the website and other channels.

I took over the website, from design to hosting

I brought website management, design and hosting under my responsibility, rebuilding the public experience around equipment sales, rentals, parts and service.



WHAT I BUILT

I designed and built the website myself, and handle its management and hosting.

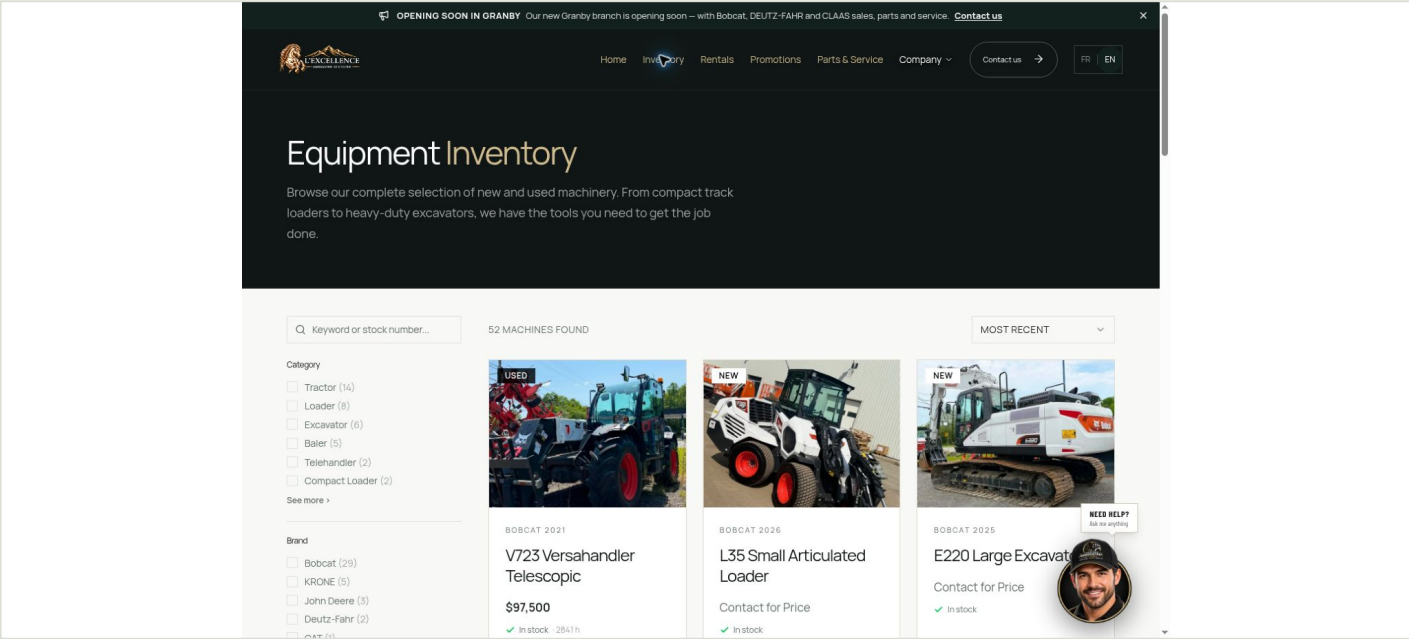
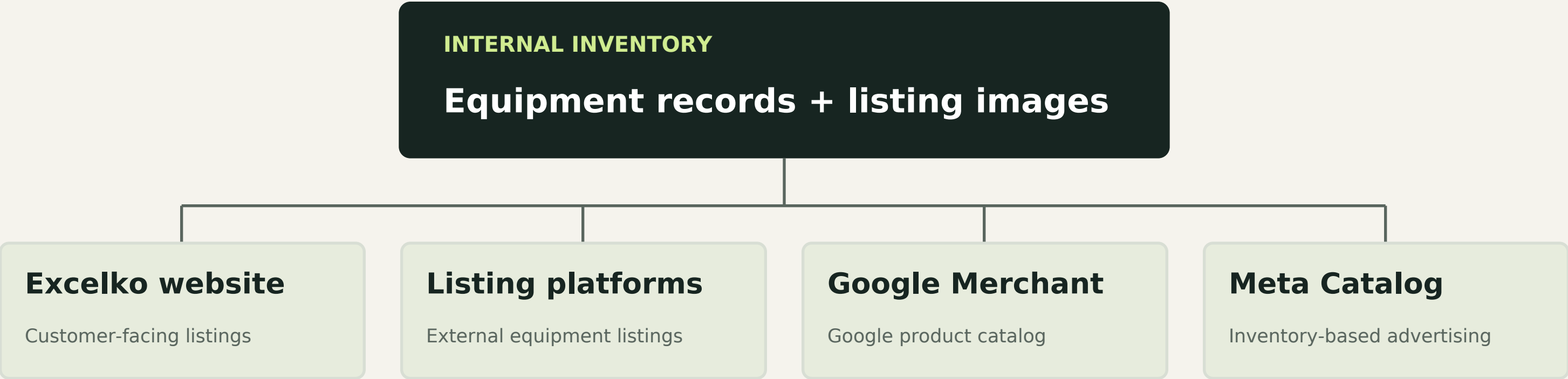
DESIGN DECISION

Connect the dealership's offer to clear browsing, brand pages and customer inquiries.

[Explore the project](#)

I built one inventory source for multiple channels

The internal inventory I built feeds our website, external listing platforms, Google Merchant Center and Meta Catalog.



WHAT I BUILT

The system behind the listing

I connected inventory management, website publishing and catalog advertising around the equipment record and its images.

When the export could not do it, I built the feed

The obstacle was concrete: an inventory export without the direct product-page URLs needed for our catalog advertising workflow.

06 JUN

I requested listing URLs

I asked for an inventory export or catalog feed that included a direct link to each machine.

09 JUN

I followed up

With no response or acknowledgement, I asked for an update and the right technical contact.

10 JUN

The limitation was confirmed

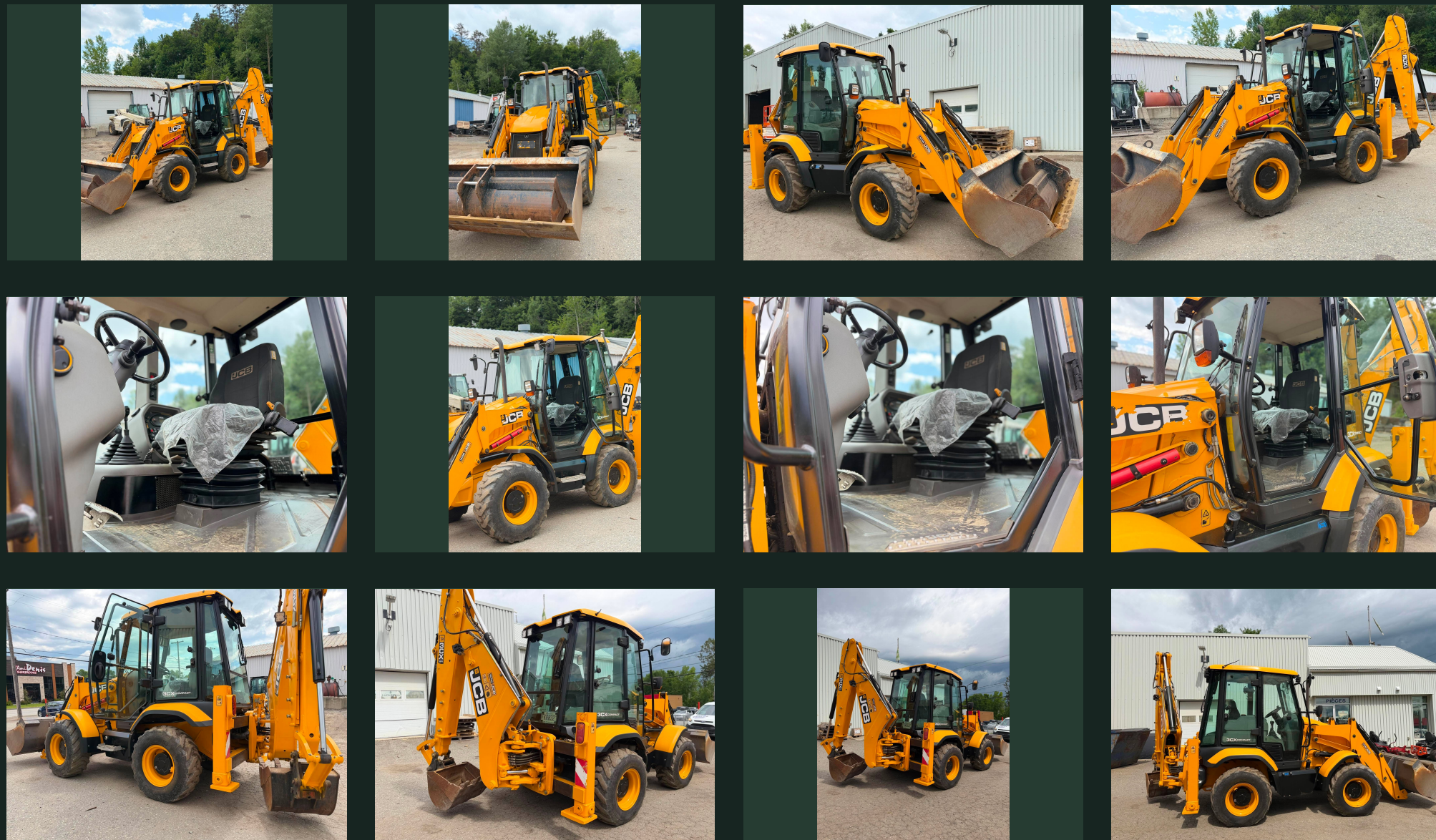
The provider said its automatically generated XML omitted the individual listing URL and could not be modified.

MY SOLUTION: a CMS feed with product and image URLs, connected to Google Merchant Center with product approvals.

One listing. Every image at a glance.

I developed catalog ads that show all the images in an equipment listing at a glance, bringing the listing's full image set into the advertising experience.

SOURCE LISTING GALLERY / ACTUAL AD PREVIEW NOT SHOWN



WHAT I BUILT

I built the inventory and feed foundation, then carried the listing's images into catalog advertising.

Source example:
2016 JCB 3CX 4WS
12 listing photographs

Shown: 12 source listing photographs. The Meta ad rendering and Meta/Google catalog approval screens are not included in this edition.

A service desk that shows what is waiting

I designed and built the service workflow connecting shop work, field service, parts and billing around the same work order.

ISOLATED SERVICE QA · SYNTHETIC RECORDS · NO EXTERNAL EFFECTS

Service Management

Requests · Work Orders · Inspections · Estimates

+ Field work order

Overview

Requests

Online requests 4

Work Orders

Calendar

Truck inventory

Machine Inspections

All 8

Shop 6

Field / onsite 2

Active, non-archived Hub work orders

Active work orders 8

Awaiting Parts 1

Awaiting Diagnosis 1

In Repair 2

Quality Control 1

Ready for Pickup 1

Overdue 2

Active work orders

Showing 8 of 8

View all work orders →

Today's Schedule (5)

→

WO #	Customer	Machine	Status	Technician	Due Date
QA-WO-1001	QA Ferme des Pins	2024 Bobcat T76	Awaiting Parts	QA Technician 1	Overdue · Oct 5
QA-WO-1002	QA Terrassement du Lac	2021 Deutz-Fahr 6215	Awaiting Diagnosis	Unassigned	Overdue · Oct 6
QA-WO-1003 Field	QA Paysage Horizon	2023 Bobcat L35	In Repair	QA Technician 3	Today
QA-WO-1004	QA Ateliers du Nord	2022 KRONE Comprima	Quality Control	QA Technician 1	Oct 8
QA-WO-1005	QA Ferme des Pins	2024 Bobcat T76	Ready for Pickup	QA Technician 2	Oct 9
QA-WO-1006 Field	QA Terrassement du Lac	2021 Deutz-Fahr 6215	Assigned	QA Technician 3	Oct 10
QA-WO-1007	QA Paysage Horizon	2023 Bobcat L35	In Progress	QA Technician 1	Oct 11
QA-WO-1008	QA Ateliers du Nord	2022 KRONE Comprima	Awaiting Approval	QA Technician 2	Oct 12

Today's field service

Calendar

QA-WO-1003 · QA Paysage Horizon

2023 Bobcat L35 · 100 rue Exemple, Sherbrooke · 10:00 a.m. · QA Technician 1 · QA Truck 01

Open WO

Maps

Call

Edit booking

Start travel

Machines Waiting 4

View all

2024 Bobcat T76

QA-WO-1001 · QA Ferme des Pins

Parts 3 d

2024 Bobcat T76

QA-WO-1005 · QA Ferme des Pins

Pickup 3 d

2021 Deutz-Fahr 6215

Diagnosis 2 d

Service Pipeline

New Request 2

Assigned 1

Inspection 0

Diagnosis 1

Waiting Parts 1

In Repair 2

Paricord

Quality Control

Ready for Pickup

ISOLATED SERVICE QA · SYNTHETIC RECORDS · NO EXTERNAL EFFECTS

Gestion du service

Demandes · Bons de travail · Inspections · Estimations

+ Bon de travail terrain

Tous 8

Atelier 6

Terrain / sur place 2

Bons de travail Hub actifs, non archivés

Bons de travail actifs 8

En retard 2

Filtrer

Bons de travail actifs · 8

Bons de travail actifs

Affichage de 8 sur 8

Afficher tous les bons de travail →

Horaire d'aujourd'hui (5)

→

QA-WO-1001

QA Ferme des Pins · 2024 Bobcat T76

QA Technician 1 En retard · 5 oct.

Attente pièces

QA-WO-1002

QA Terrassement du Lac · 2021 Deutz-Fahr 6215

Non assigné En retard · 6 oct.

Attente diagnostic

QA-WO-1003

QA Paysage Horizon · 2023 Bobcat L35

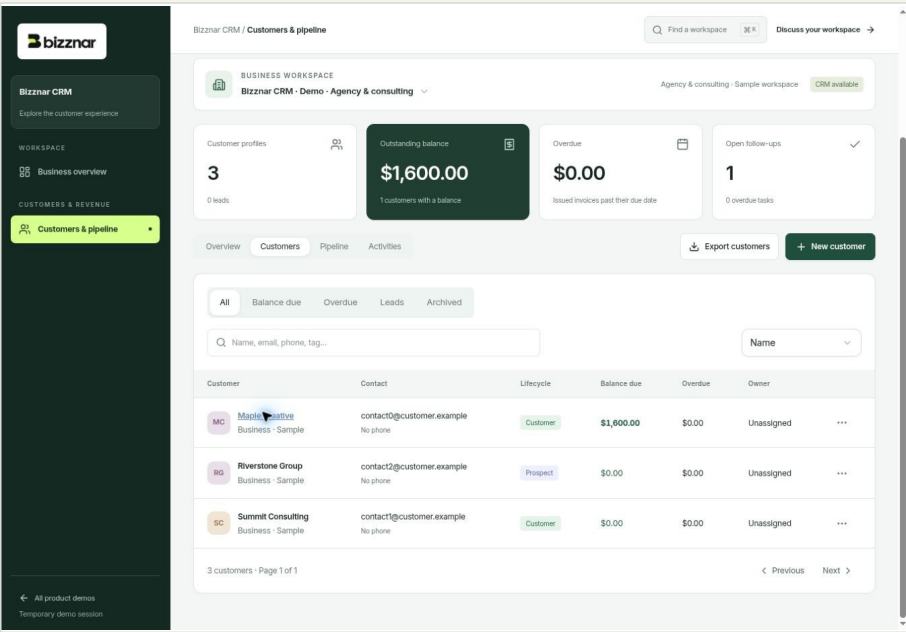
QA Technician 3 Aujourd'hui

En réparation

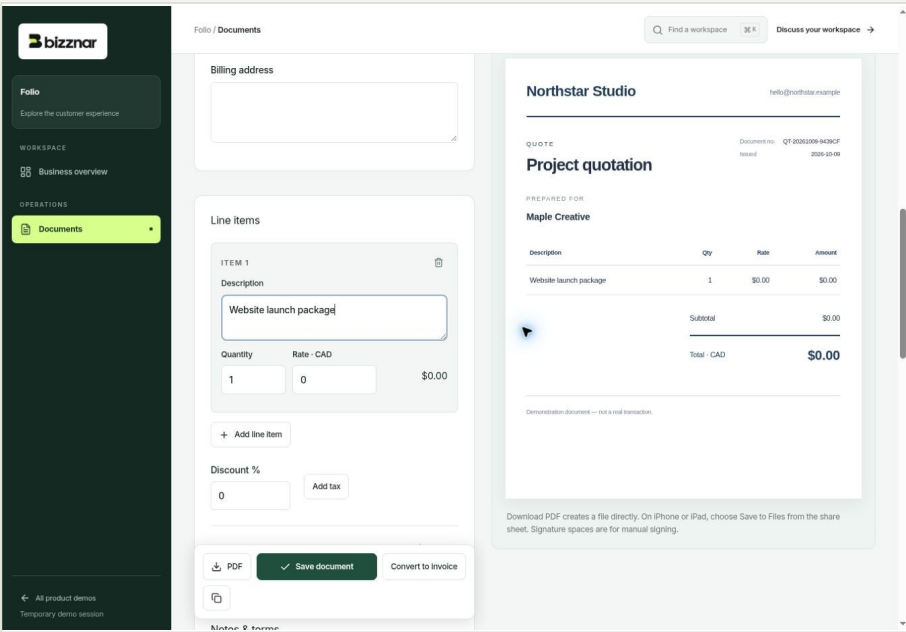
The same work, visible from the shop or the field.

Software designed around the way teams work

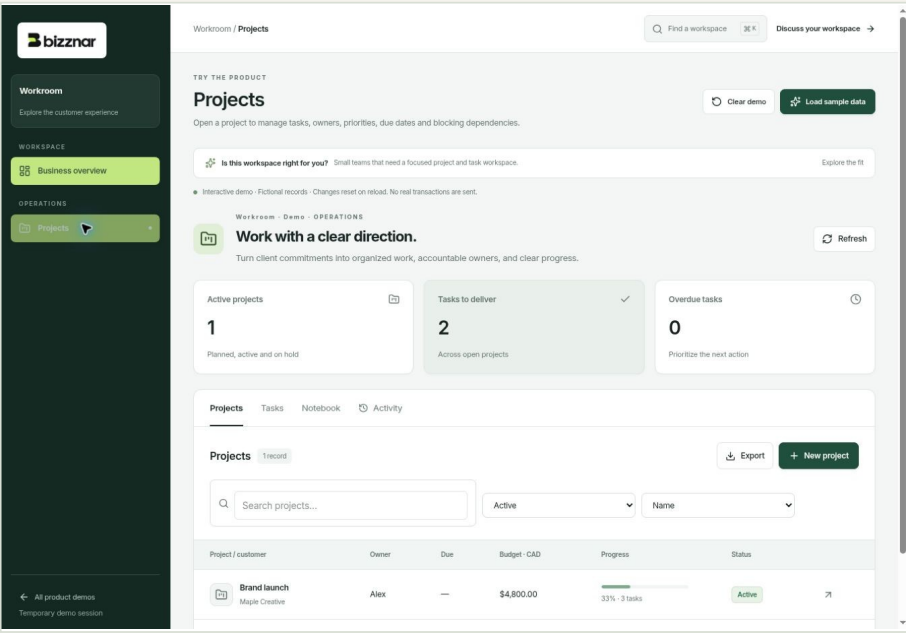
CRM, documents, projects, people and commerce. Each app gives a daily task a defined place and a visible next step.



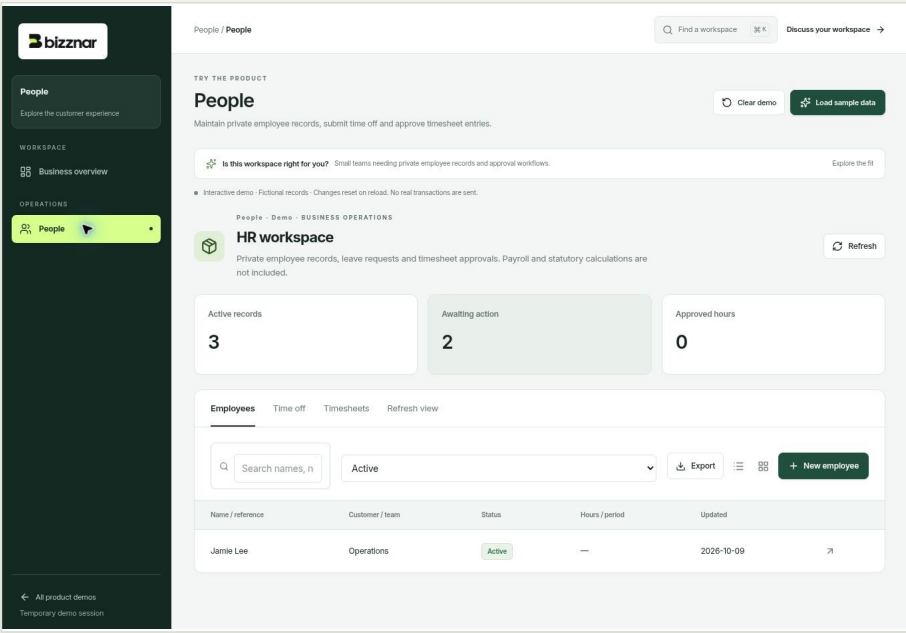
CRM
Customer context
and balances



Folio
Branded quotes
and business
documents



Workroom
Projects, tasks and
dependencies



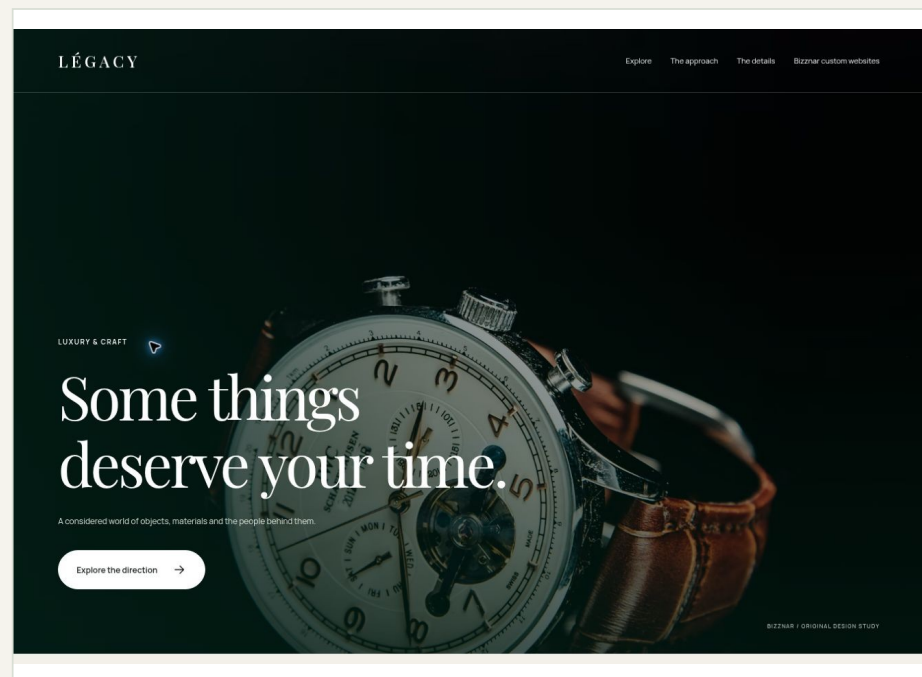
People
Profiles, time off
and timesheets

I designed and built these applications myself, using development and AI-assisted tools to implement and test their workflows.

[Explore app demos](#)

A collection with more than one visual language

15 industry templates, three custom website studies and three storefront concepts, with different content structures and browsing priorities.



LÉGACY

Custom luxury study

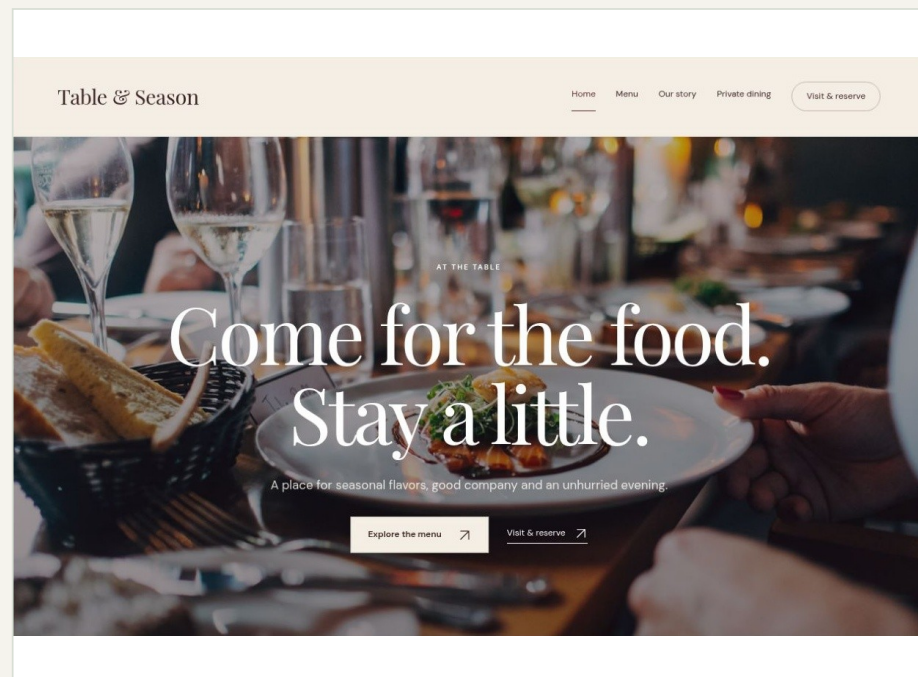
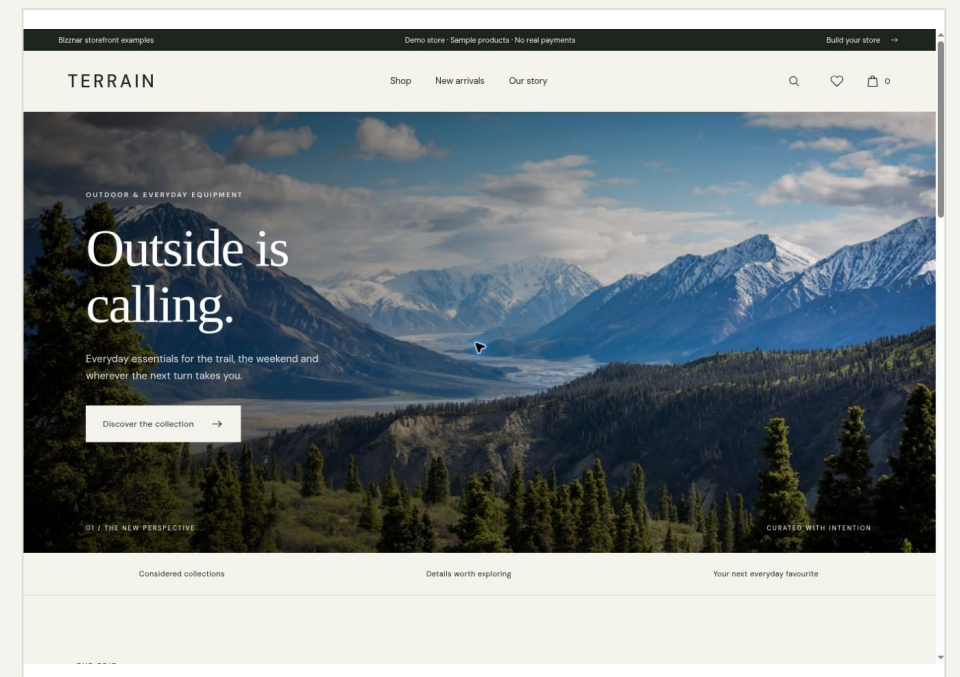


Table & Season

Restaurant template



TERRAIN

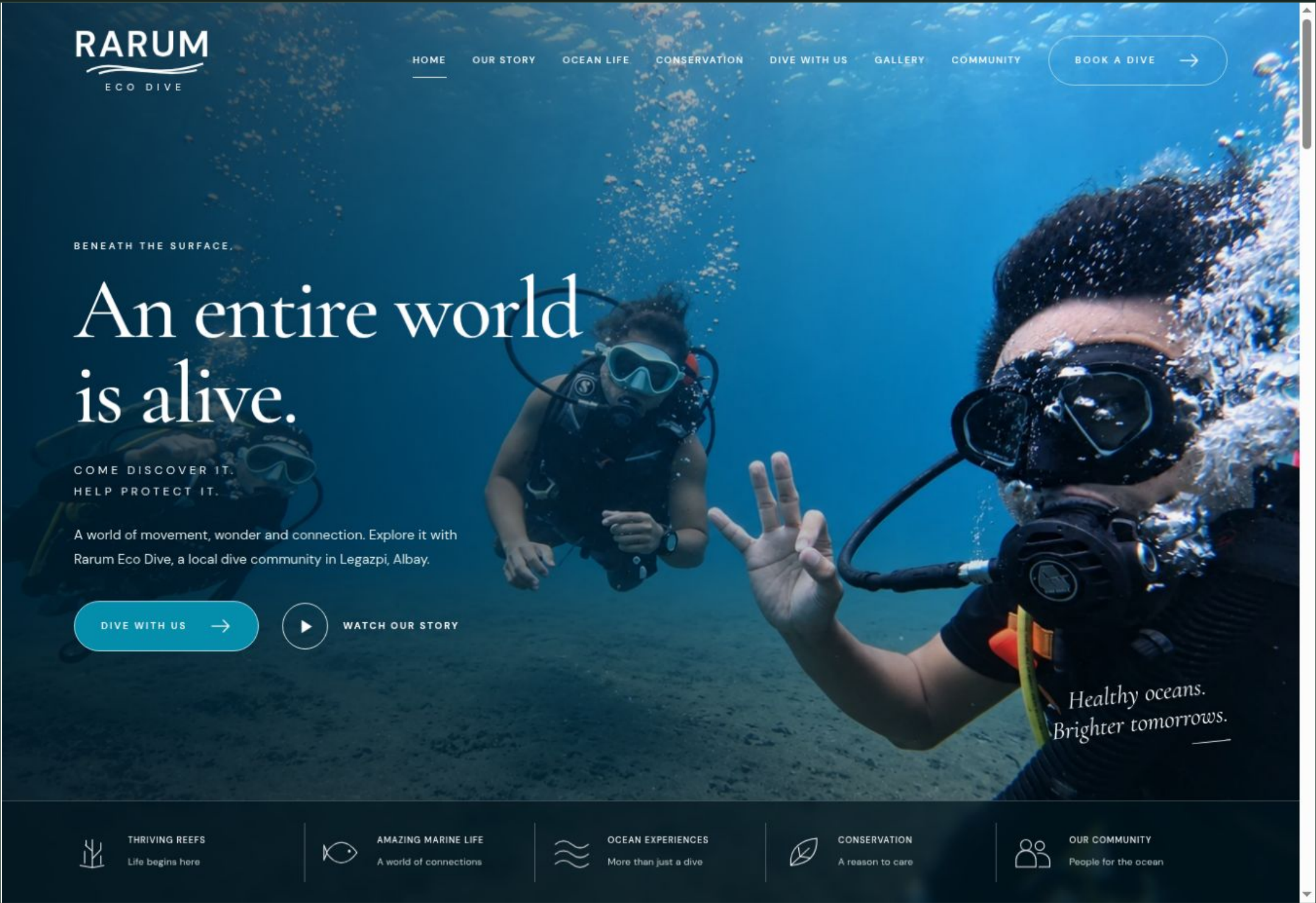
Outdoor storefront

I designed and built these website and storefront concepts myself, including the layouts, content and browsing experiences, using creative and development tools.

Explore the website collection

I translated Rarum’s story into a website

I designed and built the website connecting diving, marine life and Rarum's local community in Legazpi, Albay.



WHAT I BUILT

I designed and built the website, including its visual layout, page structure and story-led content.

DESIGN DECISION

Let Rarum’s own photography lead. Give each experience and conservation story room beyond the homepage.

[Explore the project](#)

Initiative, ownership and delivery

Limitations do not stop me.
I build a way forward.

I designed and built these websites, inventory feeds, catalog ads and operational tools myself. I use development, creative and AI-assisted tools to implement, test and refine my work. The project notes distinguish live work, demos and concepts, and identify the evidence shown.

CHARMIE GORDO

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