

Rochelle Weber

AI Consultant

Queensland, Australia | [LinkedIn](#)

Works out what a business needs, maps how the work runs today, then designs and builds the tool that fixes it. Has spent the past two and a half years doing this with her own products and automations, from the first question through to a tested solution in use.

EXPERIENCE

Founder

Jan 2026 — Present

Distill

Gold Coast, Queensland, Australia

Point-of-work voice capture that turns how someone explains a task into a structured SOP, stored where the business can find it.

- Took it from idea to a working web app in two days, solo
- Submitted to Y Combinator
- Owned spec, build, testing and positioning

AI Consultant

Jan 2024 — Present

Weber Advisory

Gold Coast, Queensland, Australia

Captured requirements, mapped current-state processes and data flows, then designed and built each system. Tested each one against written acceptance criteria and improved it from feedback. Built Distill, which turns a person talking through their work into structured procedures for a company knowledge base, going from idea to working app in two days. Built AIQ, a 12-question diagnostic that scores AI readiness and produces a written report, and reviews every report before release. Built CRMs and dashboards in GoHighLevel and Pipedrive, and handles invoicing in Xero. Designed a four-step rollout method: map the work, show leaders the value, pilot with willing people, then train everyone and measure results.

Founder and Builder

Jan 2024 — Jan 2026

FastReply 24/7

Gold Coast, Queensland, Australia

Sole builder of a voice and SMS reply platform for small businesses, including the phone and messaging integrations that connect calls and texts to AI replies and CRM follow-up. Traced and fixed integration and workflow failures across telephony, messaging and CRM tools.

Sole Builder

Jan 2024 — Jan 2026

Product Builds (HighConnect, CarWise, FastProof, FastFollow, Headlight Hero GC)

Gold Coast, Queensland, Australia

Designed and shipped each app and business system as sole builder using AI app builders and automation, including website, Shopify store and branding.

EDUCATION

Digital marketing course (provider not stated)

Digital Marketing

Followed by six months of one-to-one mentoring on Meta and Google advertising

PROJECTS

App that turns spoken work descriptions into structured procedures for a company knowledge base, Distill

Built to capture how people actually do their work by having them talk it through, then converting that into structured procedures a company can keep.

12-question diagnostic scoring AI readiness with a written report, AIQ

A diagnostic that scores a business's AI readiness and produces a written report. Rochelle reviews every report before release.

SKILLS

Product Development · Rapid Prototyping · Knowledge Management · Change Management · Workflow Automation · Claude Code · AI Adoption · OpenClaw · Business Process Improvement · ChatGPT · Good Clinical Practice (GCP) · Responsible AI · Standard Operating Procedure (SOP) · Zapier · Airtable · Microsoft Copilot · Google Workspace · Executive-level Communication · SOP Builder/Writer · Business Operations · Text Marketing · Digital Marketing · Solopreneur · Small Business Strategy · Ai Automation · Artificial Intelligence (AI) · Current-state process mapping · Requirements capture · User stories · Acceptance criteria · API integration · Make · n8n · Root cause analysis · Defect investigation · Stakeholder facilitation · Technical documentation · Claude · Gemini · Copilot · Custom GPTs · AI agents · Microsoft 365 · Xero · GoHighLevel · Pipedrive · Shopify