CYBERSECURITY / CONTENT CREATION / PRESALES

RESUME

Terrance Starling.

Content creator turned cybersecurity and technology professional, and a lifelong tech nerd.

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500K+	5	2×	10+
VIEWS ON THE DEALERSHIP CHANNEL I RAN	PROMOTIONS AT CRITICAL START IN FOUR YEARS	PRESIDENT'S CLUB, FY26 AND FY27	APPS BUILT, ONE LIVE ON THE APP STORE

01 PROFILE

I've been making content and working with technology for most of my career. For seven years I ran the YouTube side of marketing for eight Texas dealerships, reviewing new and used cars, stock and modified, on the lot and at car shows. Then I moved into cybersecurity: four years investigating alerts and tuning detections, then running proofs of concept as a sales engineer, earning an MBA along the way. I like getting new tech in my hands, I build apps when something's missing, and I care a lot about explaining technology to people who aren't technical.

02 EXPERIENCE

AI Sales Engineer

SEP 2026 TO NOW

7AI Agentic AI for security operations / Remote, Dallas

- Lead technical evaluations and proofs of value for 7AI's agentic security platform with MDR, MSSP and systems integrator partners.
- Scope and validate integrations across SIEM, EDR, identity, cloud and ticketing tools, and take field feedback back to product and engineering.

Sales Engineer

JUL 2025 TO SEP 2026

Critical Start Managed detection and response / Plano, TX

- Ran discovery, live demos and proof-of-concept evaluations for enterprise MDR deals; supported 17 deals worth $1.64M in new ARR from Aug 2025 to Feb 2026. **President's Club, FY27.**
- Built the MDR Scoping Tool, a web app that standardizes deal scoping, plus a Python generator that turns the same catalog into partner intake forms.
- Designed and delivered on-site technical bootcamps for channel partners, and advised the company's highest-ARR client.

Security Analyst to Advisory Security Analyst

MAY 2021 TO JUL 2025

Critical Start Security operations center / Plano, TX

Security Analyst › Sr. Security Analyst › SOC Engineer › Sr. SOC Engineer › Advisory Security Analyst

- Investigated and triaged alerts, tuned detections to cut down false positives, and worked incident response across enterprise SIEM and EDR environments.
- First person at the company to hold the Advisory Security Analyst role. **President's Club, FY26.**
- Wrote the runbooks, training materials and documentation that made client-facing SOC work clearer and more consistent.

Graphic Design Intern to Marketing Technology Manager

2014 TO 2021

Southwest Kia, Dallas Truck World, Mesquite Mitsubishi Automotive retail / Eight Texas dealerships

Graphic Design Intern › IT Coordinator › Digital Marketing Manager › Marketing Technology Manager

- Ran the dealerships' YouTube channel past half a million views, scripting, filming, editing and hosting reviews of new and used cars, stock and modified, plus a recurring Tech Tuesday series on in-car tech.
- Covered car shows including the DFW and Fort Worth auto shows, and represented the dealerships in meetings with Kia corporate.
- Managed IT: researched, bought and set up tech, monitored networks, and fixed hardware and software problems.
- Ran digital marketing on Facebook, Instagram, Twitter and LinkedIn, plus copywriting, design, web, SEO and analytics.

Earlier: Consumer Electronics Consultant at Sears (2015), and volunteer film crew at North Texas Television (2015).

03 SELECTED BUILDS

Lorelet LIVE ON THE APP STORE

A research app that pulls from news, academic and community sources at the same time and turns them into fully cited stories.

Voltpony TESTFLIGHT

A companion app for my Mustang Mach-E. It talks to Ford's vehicle API right on the phone for range, lock and preconditioning, with no backend and no analytics.

Whatch WEB, IOS, ANDROID

Movie picks personalized from my Letterboxd history, with every title checked against TMDB before it's shown.

Sonji IN PROGRESS

An iPhone app that imports photos from my Sony a7C II and applies Fujifilm film-simulation recipes, for the Fuji look with Sony's low-light performance.

The Morning Charge PERSONAL APP

A daily feed of the newest EV news, ready every morning.

3D printing BAMBU LAB P1S

I design and print household items and device accessories. Lately: stands and mounts for my devices.

04 KIT AND INTERESTS

PHONES AND WEARABLES	iPhone Duo, Apple Watch Ultra 2, AirPods Pro 2, Even Realities G1, Meta Ray-Ban (Gen 2), Meta Quest 3, iPad mini, original 2007 iPhone
CREATING	Sony a7C II, Mac mini M4, Bambu Lab P1S
COMPUTING AND GAMING	Custom-built PC (Ryzen 7 5800XT, RTX 5070, 32 GB), Steam Deck, AYN Odin 3, PS5, MSI 34" ultrawide
DRIVING	2023 Ford Mustang Mach-E
INTERESTS	Pickleball, Tennis, Basketball, Fantasy football, Jiu jitsu, Electric vehicles, Astronomy, Photography

05 SKILLS

SECURITY	Proof-of-concept evaluations against agreed success criteria, root-cause analysis, detection tuning, repeatable procedures
MEDIA	Scriptwriting, copywriting, on-camera hosting, filming, Final Cut Pro, Logic Pro, Premiere Pro, After Effects, Photoshop
BUILDING	Python, TypeScript, Swift and SwiftUI, REST APIs, Cloudflare Workers
HARDWARE	3D modeling and printing, PC building, cameras and lenses
TEACHING	Technical training, bootcamps, live demos, executive briefings

06 CERTIFICATIONS

COMPTIA	CASP+, CySA+, Security+, Certified Technical Trainer (CTT+)
MICROSOFT	SC-200, AI-900, Certified Educator, Office Specialist Master
OTHER	ISC2 Certified in Cybersecurity, Palo Alto Networks Cortex XDR

07 EDUCATION

MBA, Business Administration

Western Governors University, Aug 2025. Excellence Award.

BS, Integrated Studies

University of North Texas, Dec 2019. Learning Technology, Criminal Justice, English Literature. 4× Dean's List, 2× President's List.

AA, Digital Media

Dallas College, Dec 2014. Teaching assistant for After Effects and video composition.