



SUMMARY

Solutions architect with 10+ years of experience spanning marketing leadership, full-stack development, and consulting. Combines director-level strategy with hands-on systems design to architect web platforms, cloud infrastructure, integrations, and data pipelines that align technology with real business outcomes.

PROFESSIONAL EXPERIENCE



Tall Karol — Principal Solutions Architect | 2023 — Present

Independent consulting practice focused on solutions architecture, cloud infrastructure, and AI-enabled automation for enterprise and growth-stage clients.

- Partner with C-suite stakeholders to translate business requirements into scalable architectures, owning the full lifecycle from discovery to deployment.
- Architected a secure serverless AWS document portal with role-based access and immutable audit logging, replacing manual email-based workflows.
- Engineered an air-gapped AI meeting intelligence system using local Whisper inference to automate transcription while maintaining 100% data residency.



Universal Windows Direct — Integration Engineer (Full Stack) | 2021 — 2023

Full-stack integration engineering role focused on automation infrastructure, internal platforms, and API integrations across an enterprise home services organization.

- Built a custom integration layer connecting call center, CRM, MarTech, and internal systems, including a shared logging and error-handling framework.
- Migrated server infrastructure across four VPS partitions with zero downtime, modernizing legacy PHP scripts and removing security risks.



Mineralife Nutraceuticals — Marketing Systems Consultant | 2021 — Present

Consulting role focused on ecommerce infrastructure, internal B2B platforms, and marketing automation architecture.

- Architected a multi-tenant CDP layer supporting event-driven lifecycle automation and segmentation for a flagship product line.
- Built a custom CRM-style interface to manage the B2B sales workflow from form submission through contact and conversion, improving lead prioritization.



Perfect Power Wash — Marketing Director | 2019 — 2021

Leadership role responsible for marketing strategy, execution, and ownership of the organization's technology stack during expansion from one market to four.

- Built the organization's first centralized data warehouse aggregating marketing and operational data for cross-channel attribution and performance reporting.
- Implemented a customer engagement platform orchestrating multi-touch lifecycle automation across email, SMS, and direct mail.
- Designed multi-market reporting infrastructure and dashboards providing leadership with unified visibility into operational performance.



Early Career - Freelance & Startup Experience | 2009 — 2019

- 10 years of client-facing freelance work spanning full-stack web development, brand strategy, and digital infrastructure for small and mid-sized businesses.
- Co-founded two startup ventures, securing \$340K+ in Series A funding and leading cross-functional teams.

CORE STRENGTHS

- **Business-to-System Translation:** Defining system boundaries and aligning architectures with long-term data strategy.
- **Architecture Ownership:** Leading the full solution lifecycle from technical discovery through POC and deployment.
- **Cross-Functional Delivery:** Aligning engineering and operational teams to deliver complex multi-system initiatives.
- **Implementation Fluency:** Full-stack technical depth enabling rapid prototyping and production-grade delivery.

TECHNICAL SKILLS

- **Cloud:** AWS, GCP, Vercel, Supabase
- **Platforms:** WordPress VIP, WooCommerce, GTM, GA4, Mailchimp, Five9, Zapier, Databricks
- **Languages:** PHP, JavaScript, TypeScript, Python, SQL
- **Frameworks:** React, Node.js, TailwindCSS

CERTIFICATIONS

- Google Cloud Digital Leader
- AWS Solutions Architect Associate

EDUCATION

- **Case Western Reserve** — Full Stack Web Development
- **Miami University** — International Marketing

REFERENCES

"He's one of the rare professionals who can bridge the gap between deep technical capability and real business understanding. Whether the work involved internal tools, customer-facing platforms, or data connections between legacy systems, he always approached challenges with clarity, logic, and a calm, solutions-focused mindset."

John Kosmides — Vice President of Marketing, Perfect Power Wash & Universal Windows Direct