

Inventor of Atlas, the platform a New York media agency runs on.

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SUMMARY

I was a media planner. In January 2026 I invented Atlas and built it into the platform my agency runs on: ops routing, Google Ads audits, print proofing, reporting. Nine months later it is in production and the people I used to sit next to depend on it. I write most of the code with Claude Code and Cursor, and I own it when it breaks.

EXPERIENCE

Analyst, Innovation & Strategy — inventor of Atlas

JAN 2026 - PRESENT

Mile Marker Agency

Invented and built Atlas for agency operations, including print proofing and a beta Google Ads auditor. The case studies explain my selected contributions.

- PPC Auditor (beta): model-output recovery, structured evidence and checkpoint methodology for Google Ads account analysis.
- Proofing Pipeline: durable V2 jobs, input snapshots, worker leases, matching evidence and explicit partial results.
- Ops Revamp: a decision-ownership matrix, a rebuilt ticket intake, and pre-flight gates that stop tickets from bouncing.
- Built solo alongside the day job, with Claude Code and Cursor; shipped through pull requests with review.

Assistant Media Planner

2024 - 2025

Mile Marker Agency

Media planning and reporting: the audits, proofs and tickets that Atlas later automated.

Marketing & growth roles

2020 - 2024

Alteryx · Swift Living

Growth and analytics roles before the agency.

STACK

Core architecture	Data and intelligence	Orchestration and automation
Next.js 14 · TypeScript · Node.js · Python · Supabase · Postgres · React · Tailwind CSS · Framer Motion	BigQuery · Vertex AI · Claude API · Gemini Vision · Firebase · PostHog / Mixpanel · Google Cloud · Azure	Claude Code · Cursor · Playwright · Runtime cron systems · Google Ads API · Google Sheets API · Slack API · A/B testing

EDUCATION

Stony Brook University

2020 - 2023

B.S. Business Management — Specialization in Marketing

W. Turner Founding Dean's Scholarship