

HEATHER BARRY

MarTech Engineer & Technical Consultant · Seven recent builds — solo platform engineering, SaaS product, AI-powered sales automation & integration tooling · Python · TypeScript · AWS · Claude API

Seven builds — four covered in depth, three quick hits. The headline: a consumer product-intelligence platform — 8 repos, ~788,000 lines of source, 4,200+ commits — designed, built, and operated by one engineer, now heading into launch. Alongside it: MarketingIQ, a customer-facing SaaS analytics platform; an internal AI Account Matcher; and an automated site verifier. Not demos — shipped and in active use.

// 01 · FEATURED

AUG 2025 — PRESENT

Consumer Product-Intelligence Platform client name under wraps until launch

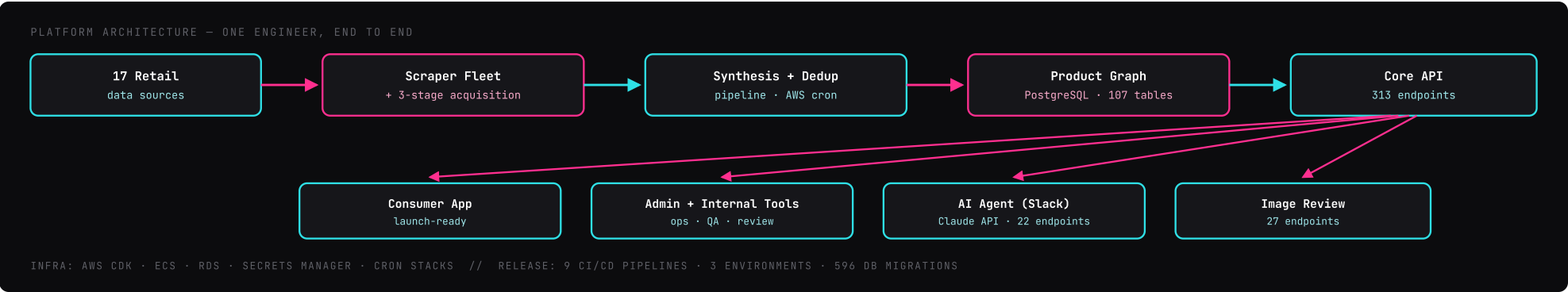
Sole engineer for a venture-backed consumer app — architecture, data engineering, APIs, AWS infrastructure, AI tooling & day-to-day operations, from first commit to launch-ready

- › Designed and built the entire platform solo: **362 REST endpoints** across 3 production HTTP services, backed by a 107-table core schema and **596 sequenced migrations** across 3 live PostgreSQL databases
- › Data engineering at scale — **17 retail data-source scrapers** plus a 3-stage acquisition pipeline, with synthesis and dedup merging everything into one unified product graph
- › Owned AWS infrastructure as code: CDK-defined ECS services, RDS, Secrets Manager, and scheduled cron stacks — promoted through 3 environments by **9 CI/CD pipelines**
- › Built the AI layer: a Claude-powered Slack agent (22 endpoints) and image-review tooling the client team uses daily
- › Ran the engineering org of one — release engineering, DBA, QA (417 test files), production incident response, and technical governance of an external university dev team

Python TypeScript PostgreSQL AWS CDK ECS RDS Claude API Slack API CI/CD Web Scraping

// BY THE NUMBERS — GIT LOG, AUTHORED COMMITS ONLY

4,203 COMMITTS AUTHORED	787,617 LINES OF SOURCE
473/474 PULL REQUESTS OPENED	86% OF DAYS SHIPPED · 247/287
1,976 HOURS LOGGED (FLOOR)	8 PRODUCTION REPOS



// ROLES ABSORBED — EVERY HAT A FULL TEAM WOULD SPLIT ACROSS PEOPLE

- › Release Engineering
- › Database Admin · 3 live DBs
- › AWS Infrastructure
- › Data Engineering
- › AI / Agent Development
- › Internal Tooling
- › QA · 417 test files
- › Incident Response
- › External Team Governance

WORK PATTERN: **46.4 hrs/week** avg over the last 6 months · **586** weekend commits · **1,146** commits after 6pm · code landed **247 of 287** days

Three more builds, each pairing a Claude-powered AI layer or automated diagnostics with production data engineering — plus the quick hits below them: a one-click GTM installer, a Klaviyo flow-audit Chrome extension, and a support-knowledge chatbot. All shipped, all in real use.

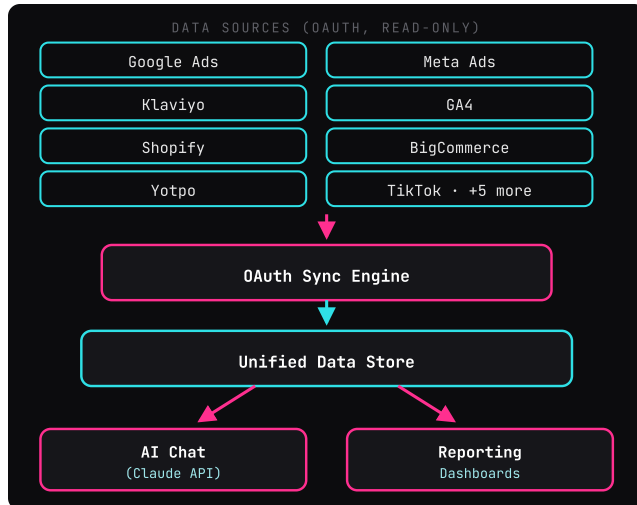
// 02

MarketingIQ by NerdJoy

AI-powered marketing intelligence SaaS for e-commerce & DTC brands

- › Built and shipped a SaaS analytics platform giving DTC/e-commerce brands one unified view of ad + commerce performance
- › 13 secure, read-only data connectors — Google Ads, Meta, TikTok, Klaviyo, GA4, Shopify, BigCommerce, Gorgias, Yotpo & more — encrypted tokens, customer-authorized
- › Backend sync layer pulls campaign/account metrics via each platform's native API into a unified reporting database
- › AI chat interface on Claude lets marketers ask natural-language questions about their own performance

Google Ads API Meta Ads API Klaviyo GA4 Shopify
OAuth 2.0 Claude API



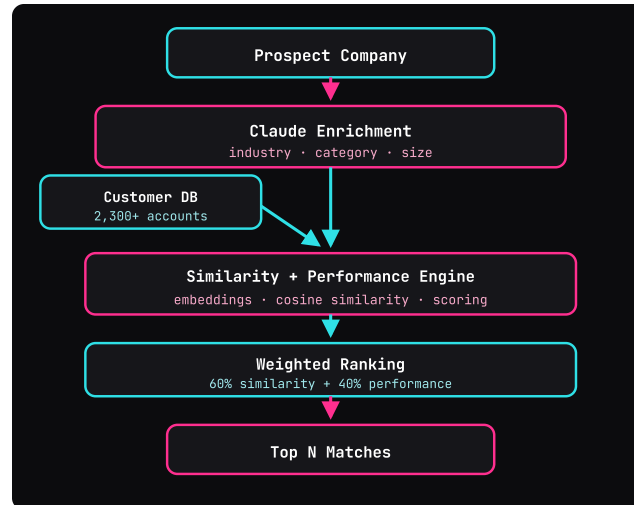
// 03

AI Account Matcher

Internal sales enablement tool, built for a SaaS company · AI lookalike account matching for cold outreach

- › Internal Python/Streamlit tool solving a real sales problem: cold outreach with no credible proof points
- › Claude enriches a prospect's industry/category/size, then searches 2,300+ existing accounts for the closest comparables
- › Combines semantic similarity (embeddings) with a weighted performance score to rank best-fit matches
- › Auto-generates a ready-to-send cold email citing matched accounts' real ROI, revenue, and engagement stats

Python Streamlit Claude API Embeddings Cosine Sim.
Pandas



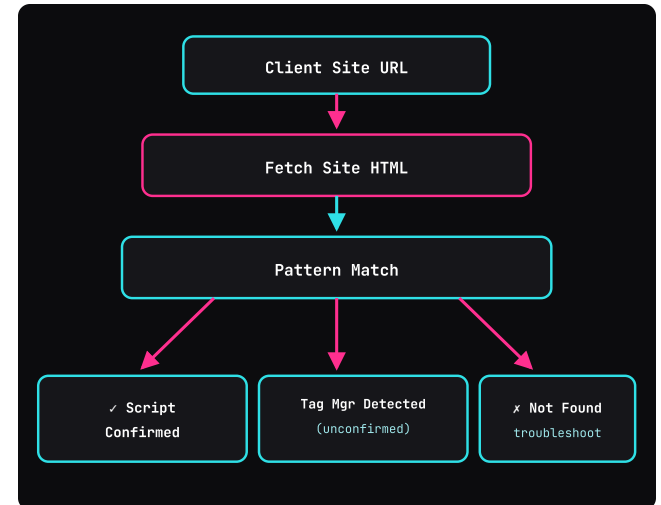
// 04

Site Verifier & Integration Diagnostics

Client integration diagnostics, built for a SaaS company · automated tracking verification & troubleshooting

- › Built an internal diagnostic tool that automatically checks whether a client's tracking script is correctly installed on their live site — replacing a manual code-inspection step
- › Fetches the client's site and pattern-matches the page HTML against the expected script signature to confirm install status
- › Distinguishes “confirmed live” from “tag manager present but unconfirmed” from “not detected”, with clear next-step guidance instead of a flat pass/fail
- › Iterated the tool with cross-functional CS and engineering feedback ahead of a broader team-wide rollout

TypeScript React Node.js HTML Pattern Matching
Automated QA



// ALSO SHIPPED — QUICK HITS

// 05 One-Click GTM Installer

Three-step wizard that installs a SaaS tracking SDK into a customer's Google Tag Manager — generates the container, fires the install, verifies server-side that it stuck.

TypeScript · React · GTM API

// 06 Klaviyo Flow Auditor

Chrome extension that exports and maps Klaviyo automation flows — every email, SMS, and A/B split extracted into a reviewable structure for audits and migrations.

Chrome Extension · JavaScript · Klaviyo

// 07 Support Brain

Internal Q&A chatbot mined from 800+ support-triage Slack messages — institutional knowledge made searchable instead of living in one person's head.

Python · Slack API · Claude API