

ANDRÉ XAVIER BUENO

AI Builder ✕ SEO / Analytics Specialist

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■ OPEN TO REMOTE / RELOCATION

SUMMARY

SEO & web-analytics specialist turned **AI builder**. Years of hands-on **SEO, web analytics and conversion tracking** (GTM, GA4, Google Ads) — and I now **build the production systems that run and measure that work** by directing AI coding agents (Claude Code). I make the architecture and product decisions, direct the AI to implement, and — most importantly — **verify everything** (automated tests, security audits, code review) before it ships.

That crossover is rare: most marketers can't build the tooling, and most builders don't understand the marketing. I do both. Over the past year I designed and shipped, hands-on, **six production-grade systems** across Python and TypeScript — plus a **custom MCP server** that lets an AI agent operate Google Tag Manager programmatically. **The AI is the speed; the architecture, the domain expertise and the verification are mine.**

WHAT MAKES ME DIFFERENT

- ✕ **Marketing + engineering crossover** — real SEO/analytics expertise and the ability to build the systems that execute it.
- ✕ **AI-augmented delivery with ownership** — I direct AI coding agents but own every architectural decision and review every change.
- ✕ **Verification discipline** — I gate deploys with automated tests, commission 360° security audits, and act on the findings.
- ✕ **Unusual foundation** — B.Sc. in Information Systems + M.Sc. and PhD from UFMG: software fundamentals plus doctoral research rigor.

CORE SKILLS

Marketing & SEO (*home turf — years hands-on, now AI-accelerated*): Technical SEO · GEO/AEO · Schema/JSON-LD · Google Tag Manager · GA4 · Google Ads / conversion tracking · Keyword research (SEMrush) · Content strategy

Building with AI: AI coding agents (Claude Code) · Prompt engineering (structured output) · Multi-agent pipelines · Model Context Protocol — incl. a custom GTM MCP server · LLM integration (Anthropic Claude API)

Architecture & data: Relational data modeling / schema design · MySQL · PostgreSQL · SQLite · Prisma · SQLAlchemy · REST · JWT/OAuth2 · RBAC · multi-tenant

Build-with-AI stack (*foundational, deepening*): Python (FastAPI/Flask) · TypeScript/Node (Fastify) · React/Next.js · HTML/CSS/Tailwind · HTMX

DevOps & quality: Linux VPS · Nginx · Docker · Vercel · CI/CD (GitHub Actions) · automated testing (Vitest/pytest) · audit-driven security · code review

EXPERIENCE

CORDOVAL DIGITAL — REMOTE

2017 – Present

AI Builder & SEO / Analytics Specialist · **AI-built systems & tooling: 2025–present**

- ✕ **Martech/analytics core:** SEO, GTM, GA4 and Google Ads — auditing and fixing conversion tracking so ad spend becomes measurable. Built a **custom MCP server** so an AI agent operates Google Tag Manager programmatically — turning audits from hours into minutes.
- ✕ **Built and operate Cordoval Tasks**, a Bitrix24-style team/project platform used daily — real-time chat, Kanban/Gantt, CRM, time-tracking, PDF report builder (GA4/Search Console/Ads/SEMrush). **405 automated tests** gate deploys; 40+ sprints; audit-driven hardening closed 7 vulnerabilities.
- ✕ **Built Editorial Manager**, a multi-tenant editorial/SEO web platform (FastAPI + SQLAlchemy + MySQL, HTMX): 92 routes, ~9,500 lines of Python, self-hosted on a Linux VPS.
- ✕ **Built Content Studio** (6-stage multi-agent content pipeline) and an **Editorial Briefing System** (briefing pipeline + SEO Content Analyzer), plus the institutional site (Next.js + headless WordPress) with an in-product AI SEO feature.

SELECTED PROJECTS

Google Tag Manager via AI — Custom MCP Workflow · MARTECH · MOST ORIGINAL

An AI-agent + MCP server that operates GTM programmatically (list/create/publish tags, triggers, variables). Reading config as structured JSON exposes logic bugs the UI hides. Recovered broken conversion tracking; audits hours → minutes.
[Claude Code](#) · [MCP](#) · [GTM API](#) · [GA4](#) · [Google Ads](#)

Cordova Tasks — Team/Project SaaS (Bitrix24-style) · **IN PRODUCTION**

Projects, tasks (Kanban + SCRUM), real-time chat (Socket.io + Redis), CRM, time-clock, drag-and-drop PDF report builder. 405 Vitest tests gate deploys; 7 vulnerabilities closed via audit; 40+ sprints.
[Next.js](#) · [React](#) · [Fastify](#) · [Prisma](#) · [MySQL](#) · [Socket.io](#) · [Redis](#) · [Cloudflare](#)

DFFCO — Biomedical Evidence Platform · **PERSONAL · EARLY ACCESS**

Multilingual evidence-curation platform, built solo end-to-end. 3-source scientific ingestion (PubMed/Europe PMC/OpenAlex, dedup by PMID+DOI); **tested LLM integration** (Claude API) with prompt-injection mitigation; 5-language i18n; 76 tests + GitHub Actions CI; Docker.
[Python](#) · [Flask](#) · [SQLAlchemy](#) · [PostgreSQL](#) · [Anthropic API](#) · [Docker](#) · [Redis](#) · [Nginx](#)

Editorial Manager — Multi-Tenant Editorial/SEO Platform · **IN PRODUCTION**

FastAPI + SQLAlchemy + MySQL; 92 routes, multi-tenant isolation, client portal, 9-stage workflow, Google Drive/Sheets sync. Server-rendered HTMX (minimal JS); ~9,500 lines of Python; self-hosted (Nginx/systemd/Let's Encrypt).
[Python](#) · [FastAPI](#) · [SQLAlchemy](#) · [MySQL](#) · [HTMX](#) · [Alpine.js](#) · [Tailwind](#)

Content Studio — Multi-Agent Content Production · **IN PRODUCTION**

A 6-stage agent pipeline (built by directing Claude Code directly) with agent-memory and a per-client rules engine; Python automation exporting Markdown → Google Docs. MCP integrations (SEMrush, Canva, Drive).
[Python](#) · [Claude Code](#) · [Google Drive/Docs API](#) · [MCP](#)

Editorial Briefing System — Briefing Pipeline + SEO Scoring · **IN PRODUCTION**

Briefing-driven editorial pipeline (Briefing → Content → Review → Publication) with auto-cascading status; generates Google Drive docs + email notifications; data in Google Sheets; a Content Analyzer scores content against SEO rules.
[Next.js](#) · [Fastify](#) · [Prisma](#) · [MySQL](#) · [Google Drive/Sheets APIs](#)

HOW I WORK WITH AI

Decide the architecture & product (evaluating AI-proposed options or reusing proven infra) → **Direct** AI coding agents against existing patterns → **Verify**: review every diff, gate deploys with automated tests, commission 360° security audits → **Operate** & improve. I also know where AI shouldn't be trusted — e.g. DFFCO's scientific curation is flagged for mandatory human review before launch.

EDUCATION

- ✕ **Ph.D. in Pediatric Dentistry** — UFMG
 - ✕ **B.Sc. in Information Systems** — Centro Universitário UNA
- ✕ **M.Sc. in Pediatric Dentistry** — UFMG
 - ✕ *Doctoral research rigor applied to building software.*