

Founder & Lead Architect | [Fillr](#) ↗

2022 - Present • Self-Employed

I built a vertical software & automation agency from line 1 of code. Instead of managing a narrow slice of a stack, I architected the entire ecosystem—from database schema to frontend UX.

1. The Core Infrastructure (PostgreSQL)

Designed a multi-tenant SQL database using Supabase. Implemented Row Level Security (RLS) policies for data isolation, wrote custom PL/pgSQL functions for data aggregation, and used database triggers for real-time webhooks.

[Postgres](#)[RLS Policies](#)[SQL Triggers](#)

2. Intelligent Lead Orchestration Engine

Engineered a state-aware CRON scheduler for lead nurturing. Unlike basic linear sequences, this system evaluates conditions in real-time—optimizing follow-up frequency and spacing. Implemented "engagement detection" logic that instantly resets the sequence upon user reply to prevent bot-collisions.

[n8n](#)[OpenAI API](#)[CRON Logic](#)

3. Full-Stack Onboarding & Customization Platform

Built a self-service onboarding platform allowing MedSpas to provision their own accounts. Users can customize their lead-gen assets (landing pages) with specific fonts, colors, and copy. These settings are stored in SQL and dynamically rendered on the frontend in real-time, creating unique experiences from a single codebase.

[React](#)[Google OAuth](#)[Chart.js](#)

4. Real-Time Performance Dashboards

Developed client-facing dashboards using React that consume aggregated SQL views from Supabase. These dashboards visualize complex campaign data—showing spend, lead volume, and conversion rates in real-time—replacing manual spreadsheet reporting entirely.

[Data Visualization](#)[SQL Views](#)[Client UX](#)

FULL TECHNICAL COMPETENCIES

[n8n](#)[PostgreSQL](#)[Supabase](#)[React / Next.js](#)[REST & GraphQL APIs](#)[System Architecture](#)[Stripe Integration](#)[Google Cloud Platform](#)