

RENAN HERNANDEZ

Growth Engineer · AI Automation with Claude Code and the Claude API · Web Builds · GA4 and GTM

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Portfolio: portfolio.tradewindstack.com · tradewindstack.com · harmonie-hernandez.com · linkedin.com/in/renan-hernandez

Growth engineer with 14+ years building the websites small businesses sell through, the tracking that shows what they earn, and the ads that fill them. I build with Claude Code and the Claude API and treat their output like any other code: test it against known answers, fix it, then ship it. Nothing reaches a customer until it has been checked.

AI-ASSISTED BUILDS

- **Site audit and prospecting engine (Node.js, Playwright), built with Claude Code.** Renders websites in headless Chromium, confirms analytics tags, pixels and booking tools from real network requests, and finds prospects through the Google Places API, deduped against a ledger so nobody is contacted twice.
- **Claude API with structured outputs.** Screenshots each site and returns a schema-validated verdict at roughly \$0.04 per site. Validated against known-good controls before trusting any result, and added a sanitizer after catching the model inserting control characters into generated copy.
- **Verification layer before anything ships.** Absence claims ("no analytics") get a second, longer render and are checked against the tag IDs the page actually initialised; bot-challenge pages are rejected, and every run is compared with the last so any finding that changed gets reviewed.
- **Content engine that runs a brand's publishing week (117 scheduled scripts).** Weekly Ahrefs keyword and backlink research feeds a topic bank; Claude writes the article and its meta; it publishes to Shopify, becomes the Klaviyo newsletter, and chains five Pinterest pins. Instagram and TikTok posting run through a Make.com router. 29 articles and 42 scheduled social posts logged, with a 90-day image-reuse cooldown and rollback snapshots before any SEO patch.
- **Art-to-product pipeline (162 PowerShell scripts).** ImageMagick composes a 4500x5400 print file at 300 DPI, Replicate upscales and removes the background, Cloudflare R2 hosts it, Printful v2 creates the product and mockups, and Shopify publishes it with copy, price and variants. 15 products live.

WEBSITES BUILT AND OWNED

- **tradewindstack.com, rebuilt on Astro and Cloudflare Pages.** Moved my studio's ~20-page site off Shopify onto a static Astro build with a redirect map from the old Shopify URLs, removing a ~\$470/yr platform subscription. I own the domain, DNS, deploys and access.
- **Shopify storefronts in Liquid.** Built harmonie-hernandez.com (Ceremony by Harmonie) from zero, customizing the theme in Liquid, HTML, CSS and JavaScript, with Klaviyo flows and tracking on top.

MEASUREMENT AND MARKETING SYSTEMS

- **GA4, Google Tag Manager and Google Ads conversion tracking, set up myself.**
- **Ads vs analytics reconciliation.** For Da Life Outdoors (Oct 2025 to Sep 2026, \$15.8K spend), Google Ads reported 7.2x ROAS while GA4 last-click showed 5.4x. Traced the gap to data-driven attribution and branded search, which made up 23%+ of the value Ads reported.
- **API integrations.** REST and OAuth integrations with Gmail, Google Places, Google Ads, GA4, Shopify and Klaviyo, including a Gmail API outbound pipeline with paced sends and automatic reply and bounce labelling.
- **Cut cost per conversion from \$89 to \$54 in 14 days** by rewriting the offer in the ad copy, measured in the account.

EXPERIENCE

Founder & Growth-Ops Lead | TradeWindStack, growth-ops studio

2026 - Present

- Build and maintain websites and the marketing stack for DTC and local businesses: sites, Shopify storefronts, tracking, and Google and Meta campaigns.
- Design and ship the studio's internal tooling with AI coding tools, and document systems so a client keeps them if the engagement ends.

Head of Operations & Digital Strategy | Da Life Outdoors, Kaua'i adventure tourism

2012 - Present

- Built and ran the company's WordPress website until the move to FareHarbor's platform.
- Built and run the Google and Meta Ads programs end to end, including conversion tracking, Performance Max structure and budget pacing.

Co-Founder & Brand Lead | Ceremony by Harmonie, DTC haircare

2025 - Present

- Built the brand and the Shopify storefront from zero, then the Klaviyo flows, GA4 and tracking on top.

TOOLS

AI development: Claude Code · Claude API (structured outputs, vision) · OpenAI API · prompt design and evaluation

Code and APIs: JavaScript (Node.js) · PowerShell · Playwright · Google Apps Script · REST and OAuth integrations

Web: HTML · CSS · Shopify and Liquid · WordPress (theme customization) · Astro · Cloudflare Pages

Marketing systems: GA4 · Google Tag Manager · Klaviyo · Google Ads · Meta Ads · technical and on-page SEO

Design: Photoshop · Illustrator · Canva · product photography

Languages: Portuguese (native) · English (fluent) · Spanish (conversational) · Italian (basic)

EDUCATION

NLPU / UC Santa Cruz: Master Trainer, Neuro-Linguistic Programming, 2004-2008 · Groove Art Music School, São Paulo: Music Production, 2004-2005 · Cisco Networking Academy: Cybersecurity coursework, 2024-Present