

Fletcher Keeley

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SUMMARY

10 years scaling DTC, SaaS, and digital brands, including an eight-figure ecommerce operation run end to end: full P&L ownership, **~10x revenue growth** (seven to eight figures), eight demand channels, five agencies, and the annual growth model that set every target. Now builds the systems that work runs on: multi-agent LLM orchestration, custom MCP servers, RAG pipelines, a code-first data warehouse (BigQuery/dbt), and Next.js/FastAPI applications across ~10 deployed services. The operating experience means the software gets built for what the business actually needs.

EXPERIENCE

Founder & Principal Engineer — Tiehack Works

Jun 2025 – Present

Boutique consultancy building AI-powered marketing operations and growth infrastructure. Sole architect and engineer across a multi-client platform.

- Built and operate a **~20-agent AI fleet** coordinated by a director meta-agent (Anthropic Agent SDK), with enforced tool-use grounding, an LLM-as-judge quality gate, and full per-call audit logging.
- Engineered an **autonomous overnight orchestrator** that clears a task backlog into reviewable draft PRs unattended, behind a 7-layer defense-in-depth safety model.
- Built a **code-first ecommerce data warehouse** (BigQuery, 54 dbt models) with Markov and Shapley multi-touch attribution implemented from scratch in SQL.
- Shipped governed AI skill libraries that non-technical client teams run themselves, plus RAG pipelines, a custom MCP server, and ~10 Railway-deployed services with config-as-code, Sentry, and cross-project observability.

Vice President of Ecommerce — Cabana Life

Feb 2023 – Jun 2025

Owned ecommerce growth strategy and complete P&L; ran the business end to end.

- **Grew revenue ~10x** (seven to eight figures) leading a five-person in-house team and five specialist agencies (dev, paid media, affiliate, catalog, direct mail), all held to targets from an annual growth model I built: customer-base projections, new vs. returning revenue, and per-channel spend/revenue/return goals.
- Ran eight demand channels end to end; opened an affiliate program and grew it from **2% to 8% of revenue** (60–120 partners, from deal publishers to Capital One).
- Owned the full ecommerce stack, purchased and onboarded every tool: Shopify, Klaviyo, Zendesk CS in-house (10–200 contacts/day, sub-24hr response), Loop returns integrated with Avalara tax, and the NetSuite + 3PL integrations behind 5-day nationwide delivery.
- Held an equity stake; built AI-powered marketing-calendar optimization and custom Shopify bulk operations via the Admin API.

Digital Director — Cabana Life

Jan 2021 – Feb 2023

- Built data-driven marketing systems and a coordinated marketing calendar from the ground up; launched paid and organic growth campaigns and hit YoY revenue goals.

Ecommerce Manager — Cabana Life

Dec 2019 – Jan 2021

- Owned day-to-day ecommerce operations and annual revenue targets; managed SEO, paid media, and UX specialists.

Ecommerce Consultant — FMK Digital

Dec 2018 – Dec 2019

- Independent strategy and conversion engagements for early-stage DTC brands.

Delivery & Insights Manager — FASTG8

Sep 2017 – Nov 2018

- Employee #7 at a paid-media agency; ran omni-channel programs across 8+ national brand accounts (Fjällräven, CorePower Yoga, Smith Optics, Black Diamond, Mammut, DECKED, Saxx).

SEM Manager — webShine

Jun 2016 – Sep 2017

- Managed Google Ads, Bing, and SEO for 25+ clients as direct account manager.

SELECTED SYSTEMS

- **Running an Eight-Figure DTC Brand** — the operator flagship: the business above, mapped and documented as an architected system, down to the annual growth model that set every agency's targets.
- **Multi-Agent Operations Platform** [Production] — ~20 domain agents, 115 tools, LLM-as-judge quality gate, weekly automated retraining of the weakest agent.
- **Coworking Operations Platform** [Production] — full backend for a multi-location coworking business: CRM, inventory, occupancy/billing, a from-scratch email platform, and software-controlled physical door access.
- **Ecommerce Data Warehouse** [Production] — BigQuery + 54 dbt models; Markov and Shapley attribution from scratch in SQL; cohort LTV with maturity-bias correction.
- **Email Intelligence Pipeline** [Production] — 226 brand lists ingested hourly, LLM-extracted, self-grading daily digest; produced a published 6,120-email industry report.

All documented, several as live demos, at the portfolio this resume was downloaded from.

EDUCATION

- **Colorado College** — B.A. Economics, 2016
- **Launch School** software-engineering program (2025), plus sustained self-directed study — Python, APIs, systems architecture.

SKILLS

Languages: Python · TypeScript/JavaScript (Node) · SQL · Bash · React

AI/ML: Multi-agent orchestration (Anthropic Agent SDK, LangGraph) · MCP servers · RAG & hybrid retrieval · pgvector/Qdrant · embeddings (Voyage, OpenAI) · self-hosted LLMs (Ollama, Qwen) · LLM-as-judge · token-budget management

Backend & Data: FastAPI · Next.js (App Router) · PostgreSQL/Supabase (RLS) · BigQuery + dbt · GCP (Cloud Run, Workflows) · Docker · Railway · GitHub Actions · Sentry

Ecommerce & Growth: Shopify Admin/GraphQL & Liquid · Klaviyo · Google Ads · GA4 · Zendesk · ShareASale · NetSuite/3PL integration · multi-touch attribution · CAC/LTV/ROAS · P&L management · agency & team leadership