

Andrew Dunn

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SUMMARY

Senior product manager and AI systems architect. 12 years owning product and growth across fintech, biotech, and consumer data, most recently shipping AI-powered content, monitoring, and experimentation products at 90M+ session scale while leading an 8-person cross-functional team. Led growth from Series A through C at a fintech unicorn. Now building open-source AI agent-orchestration tooling for the full product lifecycle, with Claude-based engines wired into BigQuery and CI/CD for real-time metric feedback loops. Before tech, eight years in public safety built the operational discipline and judgment under pressure I bring to product roles.

EXPERIENCE

Creator & Maintainer

RampStack | Remote | Mar 2026 - Present

Building open-source AI agent tooling and orchestration frameworks for the full website lifecycle. Skills library, Claude-based engines, verification-first CI/CD workflows, and release governance, built solo to enterprise engineering standards, with roughly 1,000 people using the open-source tooling weekly.

- Released open-source library of 103 Claude Skills (MIT licensed, 425+ reference files, 16 categories) spanning brand and creative direction, design systems, content production, SEO with an Ahrefs MCP-powered audit suite, product management, paid media, growth, frontend, accessibility, ops, and research; stack-agnostic and versioned across Claude.ai, Claude Code, and the Anthropic API, featured on awesome-claude-skills.
github.com/rampstackco/claude-skills
- Validated the framework on test sites launched March 2026, including one ranking for 2,800+ Semrush-tracked keywords in a competitive YMYL niche within five months of launch.
- Ran a human-in-the-loop AI delivery pipeline end to end: defined drafting contracts, dispatched multiple generations of coding agents, reviewed every output against acceptance criteria, and held merge authority at each gate, agent-drafting 10 of 15 open-source workflows at a constant quality bar with full provenance.
github.com/rampstackco/claude-skills/tree/main/workflows
- Authored a 10-component CI/CD pipeline specification from an 11-incident production evidence base, setting post-deploy live verification and a crawler-vantage noindex tripwire as P0 after diagnosing real split-serving and stale-cache incidents across a multi-site portfolio.
- Built manifest-driven release governance in GitHub Actions (lock-file generation, cross-artifact drift checks, byte-identical fence tests, brand-leak lint), shipping five consecutive releases fully green with four correct automated stops, including blocking a status promotion whose evidence had not landed and catching a personal identifier bound for a public artifact.
- Shipped CodeBlu (codeblu.co), an AI voice simulation platform for police de-escalation training built with RampStack skills and engines: multi-character voice AI (ElevenLabs, Claude reasoning), authored guardrails, QA transcript detectors, and after-action scoring on an eight-competency framework.
- Orchestrated AI coding agents through a dispatch-and-verify loop, scoped briefs, held draft PRs, independent state verification, and human-only merge authority; the loop caught three instrument-invalidating defects before ship, including geolocation rotation biasing volatility panels and a degenerate baseline producing false spikes.
- Designed and shipped an open-source AI-search event registry (26 primary-sourced events, four-tier attribution ladder, schema validation in CI) plus a licensed first-party SERP volatility instrument run for \$37/mo: a 1,000-keyword frozen cohort, five corroborating sub-panels, and rank-displacement scoring weighted toward top positions (DCG).
rampstack.co/research/serp-event-registry
- Designed infrastructure for Claude-based engines to run inside BigQuery and CI/CD, turning monitoring signals into planned optimization work: structured-data fixes, content restructured for citation, and third-party citation targets.

Tech: Next.js 15, TypeScript, Tailwind CSS, Supabase, headless WordPress, Vercel, Cloudflare, Claude/Sonnet, Claude Code, Codex, Antigravity, GitHub Actions, MCP, BigQuery

Senior Product Manager, SEO

The Lifetime Value Co. LLC | Remote | May 2023 - Feb 2026

Owned organic product strategy and the AI/automation roadmap across 10+ SaaS brands spanning consumer products and B2B fleet solutions (people search, property data, and vehicle history) at 90M+ annual sessions and 1.9M+ ranking keywords, leading an 8-person cross-functional dev team.

- Shipped an LLM brand-monitoring product running 10,000+ prompts per query, enough volume to reach statistical significance, measuring citation share, sentiment, and ranking across ChatGPT, Claude, Gemini, and Perplexity (AI search, GEO/AEO).
- Ran the Growthbook A/B experimentation program across 50M+ product-page splits, driving 5%+ conversion lift and 6%+ CVR on tested pages, with 16% top-of-funnel growth period-over-period.
- Ranked "reverse phone lookup" in the top 10 (87 KD, 800K+ monthly searches).
- Built AI-assisted workflows and structured-output agents to track, generate, and optimize programmatic pages across millions of indexable URLs, with quality gates across the portfolio.

- Launched a GPT-powered Sprint Assistant adopted across the dev team, automating Jira goal alignment, sprint planning, and release notes.
- Established B2B SaaS lead generation pipelines for the fleet management product, using sales intelligence (Apollo) insights and serving enriched data to sales teams.
- Designed reusable component libraries for the CloudCannon CMS and oversaw Figma-driven UX for data-discovery, property-insight, and record-monitoring products.
- Scaled content quality with RAG pipelines (SurferSEO, NeuronWriter, custom AppScript APIs), saving 20+ staff hours per month, while holding 90%+ Core Web Vitals on head terms.

Senior SEO Manager, Growth Marketing

Caribou Financial, Inc. | Remote | May 2021 - Nov 2022

Led SEO and growth marketing through Series A-C at a fintech unicorn in auto refinance and insurance, shipping AI content infrastructure and product tooling at scale.

- Shipped a legal-vetted AI copywriting system generating YMYL fintech refinance and insurance content at scale, with attorney-reviewed prompt templates and editorial QA loops.
- Grew "caribou" branded term to #2 SERP (135K monthly searches, 88 KD) and increased total ranking keywords 672% (314 to 2,424) in the months after the caribou.com migration.
- Built custom fintech tools and JS calculators for the auto-loan and insurance marketplace.
- Defined and documented a design system of 15+ component templates, standardizing UX and brand consistency across properties.
- Maintained 10% QoQ organic traffic and conversion growth via Google Data Studio/Mixpanel dashboards; A/B tested CTAs raising lead conversion 5.7%.
- Defined scrum-based growth roadmaps with KPIs/OKRs, increasing team velocity 22% through funding rounds; led SEO for two corporate rebrands including caribou.com domain migration.

Digital Marketing Analytics Specialist

Bio-Techne Corporation (NASDAQ: TECH) | Centennial, CO | Jun 2019 - May 2021

Led demand generation across multiple business units for a publicly traded biotech with \$84M+ in ecommerce revenue.

- Drove 20% YoY organic growth and managed \$40K/mo Google Ads budget, increasing paid conversion volume 118% FYTD.
- Built GTM JSON container (170 tags, 182 triggers, 67 custom variables) enabling scalable cross-domain analytics across 7 ecommerce sites with 200K+ products, saving 65+ hours of manual setup.
- Developed last-hit attribution models for 28M annual page views across 380K+ pages in English and Chinese, directly supporting \$84M+ ecommerce revenue reporting.

Search Engine Optimization Consultant

Yunto Group LLC | Denver, CO | Dec 2014 - Mar 2020

Independent consulting and digital venture studio focused on SEO-driven web properties and paid acquisition.

- Founded consumer affiliate site generating \$672K revenue at 6.76% conversion rate, scaling to 32,000+ monthly sessions across 17,674 keywords.
- Architected dynamic page generation for 93,000+ pages (256,000+ words), achieving 20,889 SERP keyword rankings.
- Built metasearch taxonomies for 33,000+ U.S. geo locales using Census data.

EDUCATION & AFFILIATIONS

M.A. National Security Studies & Terrorism | B.S. Criminal Justice, Tax Accounting Minor

Crisis Intervention Teams (2013 - Present) | P.O.S.T. Certified Colorado Ranger (2018 - Present)