

Tory Radtke

Web Developer & AI Automation Engineer

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SUMMARY

Web developer who ships production Next.js applications and the AI tooling around them. Builds and maintains live client sites on Next.js/Sanity and WordPress, and designs agentic pipelines in Claude Code that automate content auditing, generation, and media production at scale. Comes from a marketing and analytics background, so the work is measured against traffic and conversion, not tickets closed.

EXPERIENCE

AI Marketing Strategist & Automation Builder

Lakes Area Graphix and Signworx (LAG) — Alexandria, MN • Banners.com, Decals.com, Stickers.com

April 2025 – Present

- Built an AI-driven content audit pipeline integrating the Semrush and Google Search Console APIs through MCP servers in Claude Code; processes a ~600-page site and emits per-page audit findings plus an optimized rewrite in roughly 20 minutes. Deployed against Decals.com and Banners.com.
- Architected and deployed agentic AI systems (Claude Code, Codex) automating SEO content production, reporting, and campaign workflows across a 3-brand e-commerce portfolio.
- Engineered an end-to-end AI video generation pipeline (Google Flow/Veo) spanning concept, still-image generation, video clip generation, and a custom ffmpeg render workflow for batch production of vertical and horizontal ad creative.
- Develop and maintain marketing tooling and client-facing websites on a custom CMS, WordPress, HTML, and JavaScript.
- Analyze Google Ads and paid social performance across accounts running ~\$50K/month in spend using GA4, GSC, and Semrush, and present findings to partner marketing agencies.

Freelance Web Developer

Independent — Remote

March 2024 – Present

- Design, build, and maintain production websites in Next.js/Sanity CMS and WordPress, selecting the stack per client based on technical and content requirements; use Claude Code as an AI-assisted development workflow.
- **Omnia Physical Therapy** (Superior, WI) — designed and built a Next.js/Sanity site, and continue to own its maintenance and Google Ads campaigns.
- **Workout 24/7** — built the initial WordPress site, then migrated it to a custom Next.js/Sanity build.
- Handle ongoing technical maintenance, troubleshooting, and performance optimization across client sites, plus their Google and Facebook Ads campaigns.

Digital Marketing Strategist

Lakes Area Graphix and Signworx (LAG) — Alexandria, MN • Banners.com, Decals.com, Stickers.com

June 2023 – October 2023

- Created and optimized website and search content for organic visibility, managing site updates directly through code.
- Executed data-driven marketing strategy, tracking performance in Google Analytics and Semrush.

Social Media Intern

Athletic Republic — Fargo, ND

August 2022 – January 2023

- Created and scheduled social content across Facebook, Instagram, and Twitter, contributing to a 600-follower increase on Instagram; tracked metrics and delivered insights that shaped content strategy.

EDUCATION

North Dakota State University — Bachelor of Science in Strategic Communications, Minor in Psychology • 2023

SKILLS

Development: Next.js, React, JavaScript, HTML, CSS, Sanity CMS, WordPress, custom CMS, Python (working knowledge), Git/GitHub, Vercel, REST APIs, ffmpeg

AI Engineering: Agentic pipelines (Claude Code, Codex), multi-agent architecture, MCP server integrations (Semrush, GSC, Google Ads, Gmail), prompt engineering, AI video generation (Google Flow/Veo)

Analytics & SEO: Google Analytics (GA4), Google Search Console, Semrush, technical SEO audits, Core Web Vitals, web scraping

Marketing: Google Ads, Facebook Ads, paid social, email and video marketing