

JEREMY CARTER OCH

Huntsville, AL | 256-361-9167 | Jeremy@ochai.dev | Portfolio: reallivebonsai.us | hsvdrone.com | themeaningsoflife.com

AI IMPLEMENTATION SPECIALIST & FULL-STACK CREATIVE TECHNOLOGIST

Technical innovator combining enterprise AI implementation, cloud infrastructure architecture, and professional creative production capabilities. Self-taught technologist who independently architected \$10,000+ value server-side analytics platforms, achieved perfect Lighthouse performance scores across 6 production websites, and mastered full Adobe Creative Cloud ecosystem for AI-integrated workflows. Demonstrated expertise in translating complex AI capabilities into production-ready business solutions while maintaining complete creative-to-deployment pipeline ownership—eliminating need for multiple specialized team members.

CORE COMPETENCIES

- AI-Powered Process Automation & Workflow Optimization (Prompt Engineering, LLM Integration)
- Enterprise System Integration (Google Cloud Platform, Meta Business Suite, Cloudflare Edge Network)
- Edge Computing & CDN Optimization (Cloudflare Workers, Pages, R2, KV, D1, DDoS Protection)
- Server-Side Analytics Architecture & Data Pipeline Implementation (GTM Server-Side, GA4, Meta Conversions API)
- AI-Integrated Creative Production (Adobe Creative Cloud: Photoshop, Illustrator, InDesign, Premiere Pro, After Effects, Firefly AI, Express)
- Performance Optimization & SEO (Perfect 100/100 Lighthouse Scores, Google Search Console Validation)
- Cost-Optimized Infrastructure Design (Enterprise capabilities at <\$5/year operational costs, 97% reduction vs. industry standard)
- Technical Documentation & Legal Automation (AI-assisted research, evidence management, complex document creation)

PROFESSIONAL EXPERIENCE

Owner / AI Implementation Architect & Creative Technologist

Real Live Bonsai (reallivebonsai.us) | Huntsville, AL | 2019 - Present

- Architected enterprise-grade e-commerce platform with server-side analytics infrastructure running on Google Cloud Run and Cloudflare edge network, achieving perfect 100/100 Lighthouse SEO score and enterprise capabilities at \$4.83/year operational cost (97% cost reduction vs. industry standard \$100+/month)—infrastructure valued at \$10,000+ by industry consultants
- Implemented advanced Cloudflare configuration maximizing free tier capabilities: Workers for serverless functions, Pages for static hosting, R2 for object storage, KV for key-value storage, DDoS protection, and CDN optimization—demonstrating expert-level understanding of edge computing architecture and cost optimization strategies
- Deployed server-side Google Tag Manager container with custom transport URL (metrics.reallivebonsai.us), enabling ad-blocker resistant data collection, complete ownership of analytics pipeline, and dual-layer Meta Conversions API integration (client-side + server-side) for privacy-compliant attribution and advertising optimization
- Produced all visual assets using Adobe Creative Cloud ecosystem: Photoshop for product photography post-processing (mastered AI-powered interpolation: Preserve Details 2.0, Neural Filters), Firefly AI for generative content creation, Illustrator for vector graphics and logo design, Express for rapid social media content production, and Camera RAW for professional image optimization
- Integrated multi-channel marketing ecosystem connecting Google Merchant Center, Analytics 4, Search Console, and Tag Manager with Meta Business Suite through API channels, while leveraging AI-powered tools for product description optimization, inventory automation, and customer targeting analysis—establishing scalable infrastructure comparable to enterprise retail operations

- Validated performance through Google Search Console and Cloudflare Analytics Dashboard, achieving perfect 100/100 scores for SEO, Accessibility, and Best Practices with near-perfect Performance scores—demonstrating quantifiable expertise in production-grade optimization across technical and creative domains
- Achieved 89% year-over-year organic traffic growth (47 → 89 monthly clicks) and 48,779 total impressions through technical SEO implementation, maintaining 2.28% CTR (14% above industry baseline) without paid advertising—validated through Google Search Console data

Operator / Technical Systems Manager & Creative Director

Huntsville Drone (hsvdrone.com) | Huntsville, AL | 2023 - Present

- Developing aerial photography and videography services business while pursuing FAA Part 107 commercial drone certification, demonstrating technical proficiency in aviation regulations, safety protocols, and commercial operations compliance
- Implemented parallax scrolling web design with Cloudflare edge optimization and October CMS infrastructure, achieving perfect Lighthouse scores through strategic asset delivery, caching strategies, and performance tuning—applying same full-stack approach used in e-commerce platform architecture
- Produced marketing materials and client deliverables using Adobe Premiere Pro and After Effects with Media Encoder for video production, Frame.io for collaborative review workflows, and integrated AI-assisted tools for business planning, technical troubleshooting, and customer acquisition strategy development

Author & Publisher | Self-Directed Publishing Professional

Amazon KDP | Huntsville, AL | 2024 - Present

- Authored, designed, and published "The Meaning(s) of Your LIFE! - A Father's Guide to His Daughter's Happiness" using comprehensive Adobe InDesign workflow for professional desktop publishing—managing complete production pipeline from manuscript to print-ready files for both ebook (EPUB/MOBI) and print-on-demand formats
- Developed integrated marketing strategy leveraging AI-assisted content generation for Amazon affiliate program, SEO optimization for book discoverability, social media content creation using Adobe Express, and targeted advertising campaign development across multiple platforms
- Established "Raising Happy Daughters" Facebook presence with consistent brand identity created through Adobe suite integration, demonstrating practical application of professional design principles and AI-powered content workflows for audience engagement and community building

AI-Assisted Legal Research & Documentation Specialist (Pro Se)

Madison County Circuit Court | Huntsville, AL | 2024 - Present

- Developed comprehensive legal affidavits and witness testimony documentation using AI-powered research and drafting tools combined with Adobe Acrobat for PDF manipulation and form management, demonstrating practical application of LLMs for complex document creation and evidence organization in high-stakes legal proceedings
- Cataloged and valued \$38,000+ inventory through systematic evidence gathering, professional documentation, and structured data management, applying technical project management principles to civil litigation (CV-2025-900170) without formal legal training
- Navigated complex civil litigation procedures through AI-assisted legal research and prompt engineering, showcasing ability to rapidly acquire specialized domain knowledge and produce professional-quality deliverables under court-imposed requirements and deadline pressure

PERFORMANCE & OPTIMIZATION ACHIEVEMENTS

- Portfolio of 6 Production Websites: Achieved and maintained perfect 100/100 Lighthouse scores for SEO, Accessibility, and Best Practices across entire portfolio (reallivebonsai.us, hsvdrone.com, and 4 additional production sites), validated through Google Search Console and Cloudflare Analytics Dashboard
- Cloudflare Architecture Mastery: Maximized free tier capabilities across 6 sites without exceeding limits—demonstrating expert understanding of edge computing, CDN optimization, Workers API, security configurations, and cost-effective infrastructure design for production deployments

- **Quantifiable Excellence:** Performance metrics consistently achieve 90+ scores (industry standard: 50-70 for media-rich sites), proving practical expertise in image optimization, lazy loading, critical path rendering, resource prioritization, and modern web performance best practices

ADDITIONAL TECHNICAL CAPABILITIES

- **Automotive Diagnostics & Systems Analysis:** Self-performed electrical diagnostics and repair on 2003 BMW E46 330ci, demonstrating systematic troubleshooting methodology, technical documentation skills, and ability to reverse-engineer complex systems without formal training—directly applicable to enterprise system debugging and root cause analysis
- **Cross-Platform Design Workflows:** Integrated Adobe Capture for mobile asset creation, Adobe Fonts for typography management across projects, and established consistent design systems using Adobe Creative Cloud Libraries—demonstrating enterprise-level asset management and brand consistency protocols
- **Self-Directed Technical Mastery:** Independently learned and achieved professional-level proficiency in welding, concrete casting, motorcycle building, and drone flight operations—consistent pattern of rapid skill acquisition and practical application across diverse technical domains

EDUCATION & CREDENTIALS

BS Corporate Finance specialization in Corporate Investment Portfolio

University of Alabama at Huntsville

FAA Part 107 Commercial Drone Certification (In Progress) | Self-Directed Technical Education Portfolio (Adobe Creative Cloud, Cloud Infrastructure, AI Implementation)

TECHNICAL ENVIRONMENT

Cloud & Edge Computing: Google Cloud Run, Google Cloud Console, Cloudflare Workers, Cloudflare Pages, Cloudflare R2 (Object Storage), Cloudflare KV (Key-Value), Cloudflare D1 (SQL), CDN Configuration, DDoS Protection, Edge Functions

Analytics & Marketing Infrastructure: Google Analytics 4, Google Tag Manager (Server-Side), Meta Conversions API, Google Merchant Center, Google Search Console, Meta Business Suite API Integration, Multi-Channel Attribution Modeling

AI & Machine Learning Tools: Claude (Anthropic), ChatGPT (OpenAI), Prompt Engineering, AI-Powered Content Generation, Large Language Model Integration, Business Process Automation, Adobe Firefly (Generative AI), Adobe Sensei (AI-Powered Creative Tools)

Adobe Creative Cloud (Full Suite): Photoshop (Advanced retouching, Neural Filters, AI-powered interpolation), Illustrator (Vector graphics, logo design), InDesign (Desktop publishing, ebook production, print-ready files), Premiere Pro (Video editing, color grading), After Effects (Motion graphics, visual effects), Media Encoder (Batch processing, format conversion), Adobe Express (Rapid content creation), Firefly (AI image generation), Camera RAW (Professional RAW processing), Adobe Fonts (Typography management), Frame.io (Collaborative video review), Adobe Capture (Mobile asset creation), Adobe Acrobat (PDF manipulation)

Web Technologies & CMS: October CMS, HTML5/CSS3, JavaScript, Responsive Design, Progressive Web Apps, Web Performance Optimization, SEO Implementation, Schema Markup, Core Web Vitals Optimization

Development & Operations: Git Version Control, CI/CD Pipelines, Server-Side Rendering, API Integration, Database Management, Security Best Practices, Performance Monitoring, Technical Documentation, Systematic Troubleshooting