

Adam Shonting

AI / Automation Engineer · Founder-Operator

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SUMMARY

Self-taught AI / automation engineer and founder-operator who designs, builds, and ships production LLM systems solo: backend, frontend, and deployment. I wire large language models and 20+ external APIs into reliable automated pipelines that run in production on real servers. Comfortable owning the whole stack: Python services, cron/systemd automation, nginx, SQLite, and TypeScript / Next.js frontends. I learn by shipping; everything below is live or running.

EXPERIENCE

Nashville, TN

Founded and operate an SEO / web automation agency. Designed and built its production systems solo, all running live on my own servers.

Automated Content Engine (ACE)

Multi-client platform that generates and maintains SEO content across client sites with no per-post human writing.

- **13-stage content pipeline** with 5-dimension quality scoring and a **3-layer fact-verification** system that catches LLM hallucinations before publishing.
- Engineered **multi-client isolation** (per-client databases, credentials, configs, and crons) from one codebase, zero shared state.
- **GSC-driven content-gap detection** via LLM clustering of Search Console queries; content-decay refresh; cross-pillar internal linking.
- Runs unattended across **4 active client sites** plus an enhancement mode that rewrites existing posts using content-hash edit detection.
- Top-tier capabilities: weekly **competitor-site intelligence scans** and **multi-channel repurposing** (5 derivative formats per post).
- **Client-onboarding scraper** that migrates legacy sites onto the platform: BeautifulSoup HTML parsing, URL / link rewriting, metadata and FAQ-schema preservation, automatic pillar / category classification, per-request throttling.
- **Multi-page client dashboards** (Flask + Alpine.js + ApexCharts) with tier-gated features, per-client HTTP Basic auth, an admin/operator view across all clients, an embed mode for the public demo, plus a read-only Slack ops bot.
- Dual delivery via WordPress REST API and native static HTML.
- Stack: Python, SQLite, Flask, Anthropic API, Google Search Console API, WordPress REST API, BeautifulSoup, Alpine.js, ApexCharts, Resend, nginx, systemd / cron.

Demo-Site Lead-Gen Engine

Automated pipeline that builds a personalized demo website for a prospective local business, used as the agency's sales hook.

- Generated and deployed **1,058 live sites across 538 unique businesses**, each a multi-page site (home, blog, contact, custom sales-pitch page) on its own subdomain.
- Automated the full funnel: prospect extraction, review fetching, industry-specific content and image libraries, geo-targeted batch sweeps across TN / NC metros, sales-rep assignment workflow.
- Integrated **Square** for payments. Stack: Python, static HTML / CSS / JS, JSON content libraries, nginx.

Lead-nurture system (distillworks.com)

The agency site's intake-to-nurture asset: an intelligent questionnaire that scores inbound leads and triggers automated email sequences.

- FastAPI + SQLite backend with admin dashboard and analytics; **OpenAI GPT-4** for content generation.
- Automated multi-step email nurture (SendGrid + Zoho) with **Celery + Redis** background processing.

Owner-Operator — Executive Transportation of Nashville (luxury transportation brand) 2016 – Present

Nashville, TN

Built and run a luxury executive-transportation brand for ~10 years. Full ownership with end-to-end responsibility for operations, fleet, staffing, scheduling, customer relationships, and P&L.

- Deliberately repositioned the business from high-volume / low-margin to premium service: revenue per service hour up ~2.6x while cutting trip volume, sustaining a stable six-figure operation.
- Analyzed ~9 years of sales data (Python, pandas, pdfplumber) to drive the premiumization strategy.
- Built an outbound lead-research pipeline (Apollo.io API + Python + CSV orchestration, rate-limit-aware) to source corporate-travel prospects.

Operations & Partial Owner — Hillcrest Kennel (family-owned pet boarding & grooming) 2006 – Present

Nashville, TN

Partial owner with a hands-on operational role in a family-owned Nashville pet boarding and grooming business; continuous involvement in day-to-day operations and growth across nearly two decades.

SELECTED PROJECTS

DashAway

dashaway.io

Live subscription SaaS that rewrites AI-generated text into natural human writing, with real-time detection and click-to-fix suggestions. Full commercial product: **Supabase auth** (Google OAuth, JWT), **Paddle subscription billing**, usage tracking, account management; self-hosted **GlitchTip / Sentry** monitoring; disaster-recovery and deployment runbooks.

Stack: Next.js 14 + React + TypeScript, FastAPI, Supabase / Postgres, Docker. Live (v2.0).

Promptiv

promptiv.io

Inverted flight-search travel engine: give it a budget and a date window, get specific destinations with honest "why this fits / here is the catch" editorial. Budget-first inversion over a curated 100-destination database (git-versioned YAML) + computed flight reality; integrates a reverse-engineered Google Flights API with retry-with-backoff and an append-only price-history baseline. Earlier incarnation shipped as a full AI **prompt-rewriting SaaS** (FastAPI + React + Postgres) with user auth, token-usage metering, and pricing tiers before the travel pivot.

Stack: Python, Flask, SQLite, YAML, Resend, gunicorn, nginx, systemd.

Customer-comms platform: LinxSuite → AI Call Center

linxsuite.com

Two-phase build of customer-communication automation for local service businesses. Phase 1 shipped as an MVP; Phase 2 is the voice-first expansion, deployment-ready but not yet commercially live.

Phase 1 — LinxSuite (SMS MVP). Missed-call text-back, appointment reminders, review requests. Next.js + Supabase config dashboard, Twilio for SMS, **HMAC-verified webhooks** (SHA-256). Deployed (nginx + PM2); missed-call working end-to-end.

Phase 2 — AI Call Center (voice-first). White-label AI receptionist that answers calls, books appointments, qualifies leads. **Twilio Voice** inbound, **GPT-4** conversation, **ElevenLabs** TTS, modular agent architecture. FastAPI backend + Next.js 14 frontend, Postgres + Redis, Docker-composed; dual-mode (standard OpenAI + self-hosted Hugging Face). Built end-to-end and deployment-ready.

Look Closer Today

autonomous

Fully unattended daily pipeline: selects a NASA open-data lead, writes vision-guided narration, verifies narration's spatial claims against actual imagery with a second model pass, renders animated video, uploads to YouTube. ~\$0.27 per episode.

Stack: Python, Anthropic API (vision + structured output), 8 NASA data feeds, Manim, ElevenLabs, ffmpeg, YouTube Data API.

Nashville Restaurant Radio

nashvilleresaurantradio.com

A production Python pipeline that pulls new podcast episodes from RSS, transcribes them via API, generates styled show notes, and auto-publishes static HTML pages to the live site. **426 episodes live.** Watches RSS for new episodes (Spotify / Anchor / Creators), idempotent (skips already-published). Auto-generates per-episode pages, updates homepage hero, adds to episodes index, increments site-wide counter. Transcribes audio via API; enriches with guest/role metadata; emits structured-data SEO schemas. 301 legacy-URL redirects preserve pre-rebuild SEO; GA4; Resend email via `mail.nashvilleresaurantradio.com`.

Stack: Python, RSS, nginx, static HTML/CSS/JS, Let's Encrypt, GA4, Resend.

Reddit Pain Radar

data product

Full-stack market-intelligence platform that scrapes 172+ subreddits, runs GPT-4 pain-point analysis, and scores opportunities for new SaaS ideas. Streamlit dashboard. Chunked scraping pipeline with anti-detection (Selenium + BeautifulSoup); **97.5% documented scraping success rate.** GPT-4 extracts pain points, classifies severity, ranks opportunities. SQLAlchemy storage; pandas + NLTK + scikit-learn for analysis.

Stack: Python, Streamlit, Selenium, BeautifulSoup, OpenAI GPT-4, SQLAlchemy, pandas, NLTK, scikit-learn.

distill-operator

production

Read-only Slack bot to query the ACE platform across clients in plain language. Multi-client interface, GSC metric snapshots, generation status, performance analytics surfaced as formatted Slack tables. **34 automated tests**; systemd deploy.

Stack: Python 3.11, Slack SDK, SQLite, Flask.

NASA Earth Pulse

TypeScript

Web app visualizing real-time NASA event data (earthquakes, floods, hurricanes, wildfires) on an interactive 3D globe; phase 1 of a documented multi-product portfolio.

Stack: TypeScript monorepo, Next.js, Cesium.js, Fastify, Node.js, NASA APIs.

Additional builds

- **etof-metrics** — self-hosted, first-party web analytics (Python + SQLite, `/api/track` endpoint).
- **Newsletter platform** — custom Python email newsletter app with subscriber analytics and spam filtering.
- **NotebookLM batch generator** — headless Playwright + NotebookLM API to batch-produce audio, video, and slide artifacts from markdown source decks, with retry logic.
- **MealWise** — Next.js 15 + Prisma + Playwright grocery price-comparison app. Kroger API integration plus a custom ALDI scraper (Puppeteer with anti-detection, ~95% accuracy) for multi-store price optimization. In development.

SKILLS

Languages: Python (3.9–3.11), TypeScript, JavaScript, SQL (SQLite), Bash, HTML / CSS

AI / LLM: Anthropic API (vision, structured output, prompt caching), LLM pipelines, fact-verification chains, prompt engineering, MCP tooling, RAG-style retrieval

Web / Frontend: Next.js, React, TypeScript, Tailwind; WordPress development (custom + child themes, mu-plugins, REST API); **multi-tenant Flask + Alpine.js + ApexCharts dashboards** with tier-gated features; large-scale static-site generation; responsive multi-page marketing / booking sites

Frameworks: Flask, FastAPI / Fastify, Next.js, Tailwind, Cesium.js, Manim, Streamlit

APIs & services: Anthropic, OpenAI GPT-4, Google Search Console, Google Flights, YouTube Data, WordPress REST, Slack, Twilio (SMS + Voice), Resend / SendGrid / Zoho, ElevenLabs, NASA; Supabase, Paddle & Square

Infra / DevOps: 5 production Linux VPS droplets; nginx, systemd timers / cron, gunicorn, Docker, PM2, Git; self-hosted GlitchTip / Sentry monitoring + Uptime Kuma; Celery + Redis; multi-tenant SQLite; web scraping (BeautifulSoup, Selenium, Playwright, Puppeteer); retry / backoff & rate-limit handling

EDUCATION

Self-taught. No formal CS / AI degree; skills demonstrated through shipped, in-production systems above.