

ALEXANDER MARTIN

Full-Stack Engineer & Operations Leader

alex@alexmartin.me | 517-282-3378 | [linkedin.com/in/alexander-martin-op-dev](https://www.linkedin.com/in/alexander-martin-op-dev)

PROFESSIONAL SUMMARY

Full-stack engineer and business operator who builds AI-integrated products that drive real revenue. Architected a high-traffic e-commerce platform processing \$1M+ in annual sales with 30,000 monthly users, including the industry's first Claude-powered AI shopping assistant using MCP. Combines multi-language expertise (Go, Rust, Python, TypeScript) with experience founding, scaling, and directing operations across multiple companies — from 30,000 sq ft cultivation facilities to enterprise SaaS suites.

EXPERIENCE

Marketing Director & Software Engineer

[Planted Provisioning](#) | [Mar 2024 – Present](#) | [Michigan](#) · 3 sites

- Architected a full-stack e-commerce platform — Go REST API syncing Dutchie POS via GraphQL + Next.js 16 frontend (82 pages, 56 API routes, 18 Server Actions) — processing \$1M+ in annual sales with 30,000 monthly users
- Built an MCP server-powered AI shopping assistant on Claude — the first in the industry to take customers from product discovery to checkout in a single conversation
- Built a multi-portal enterprise ops suite: 4 role-based portals (executive, manager, retail, in-store display), 31+ modular apps, Go API with 7-tier role hierarchy, 35+ granular permissions, transaction-driven auto-scheduling, real-time Socket.io chat, and Dutchie POS sync
- Built a vendor portal enabling brand partners to manage their digital presence across stores, track product movement with PAR-based resupply analytics, and measure promotion effectiveness with discount ROI dashboards
- Oversee all marketing, brand strategy, and creative direction — achieving 45% YoY organic traffic growth through technical SEO (dynamic OG image generation, multi-entity JSON-LD schema, canonical URL strategy), content strategy, and campaign execution

Director of Operations

[Viola Michigan](#) | [Apr 2021 – Jan 2022](#)

- Directed operations for Viola's Michigan market, scaling from 0 to 15+ retail partnerships in 18 months
- Managed supply chain operations reducing fulfillment delays by 35% through process optimization and inventory management
- Built and led a team of 12, achieving 98% compliance audit scores across 4 consecutive quarterly reviews
- Implemented data-driven inventory forecasting reducing stockouts by 60% while cutting carrying costs 25%

Founder & Director of Operations

[Lemonati Family Farms](#) | [Jan 2017 – Mar 2021](#)

- Founded and scaled a licensed cannabis cultivation facility to \$1.2M annual revenue within 2 years
- Developed SOPs and quality control systems achieving 99.5% batch compliance with state testing requirements
- Built B2B sales network of 20+ dispensary accounts through relationship development and consistent delivery
- Managed end-to-end operations including licensing, compliance, cultivation, processing, and distribution

SKILLS

Languages: Go, Rust, Python, TypeScript

Frameworks & Tools: Gin, Axum, FastAPI, Next.js, React, PostgreSQL, SQLite, Turso, Docker, Git, Claude API, MCP, LangChain, Google Cloud AI, Socket.io, Supabase, Canvas API, Linux, nginx, systemd

Beyond Code: Brand & Creative Strategy, Operations Management, Analytics & Forecasting, Team Leadership, Vendor Relations