



CONTACT

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bartwarrot.com

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Belgium · Remote-first

LANGUAGES

Dutch Native

English Advanced

French Basic

AI STACK

Claude (Anthropic)

OpenAI

Gemini (Google)

Claude Agent SDK

OpenAI Agents SDK

LangChain

n8n (AI automation)

OpenClaw

pgvector · Gemini Embeddings

Neo4j · Knowledge Graphs

Image & Video Generation

Claude Code · Cursor

OpenAI Codex

DEV STACK

Next.js · React · Vite

Python · TypeScript

Supabase · Convex · Firebase

PostgreSQL · MySQL · Node.js

Cloudflare · Vercel

Docker · Dokploy

Hetzner VPS · Tailscale

AVAILABILITY

Open for remote freelance & consulting.
International invoicing available.

Bart Warrot

AI-First Growth Engineer · SaaS Builder · Full-Stack Marketer

PROFILE

Traditionally trained developer. 12 years running SEO, growth, and performance marketing for enterprise clients across Europe, the US, and APAC, managing international teams and campaigns in 8+ languages. My dev background and marketing experience, combined with AI, let me build production agent systems, ship full-stack SaaS products, and architect automation workflows end to end.

EXPERIENCE

Senior Performance Marketer & AI Lead Indie Group

2025 – Present · Part-time (4/5)

- Agency's AI implementation lead: architect client-facing AI solutions (RAG agents, product image generation, GEO tooling) and internal automation tools
- Go-to AI person for the full team: coach marketers and developers on AI workflows, pioneer new solutions, run company-wide adoption sessions
- Organize "Prompts & Pizza" nights: recurring internal AI knowledge-sharing sessions with demos, news, and showcases to keep AI adoption fun and accessible
- Lead SEO strategy, server-side tagging (sGTM), and go-to-market automation across client portfolio

Senior Performance Consultant delaware

Jan 2023 – Dec 2024 · Belgium

- Technical SEO, analytics, tracking, and dashboarding for enterprise clients: Etex Group, Barco, Komatsu, Covestro, Lamb Weston, Acerta
- Sat between dev and marketing teams, turning technical requirements into marketing action and the reverse
- Led site migrations, Core Web Vitals optimization, marketing automation strategy

Freelance Performance Marketer & Head of SEO

bartwarrot.com / [BW Digital BV](https://bw.digital)

2014 – 2023 · Freelance + Agency

- Led technical SEO as Head of SEO at Authority: managed international team of copywriters and freelancers, ran advanced technical execution. Clients included Roche, Orbid, Exellent
- Head of SEO for Baunat (luxury diamonds): international SEO across 8 languages, 10+ countries, managed remote teams in APAC
- Whitelabel partnerships with multiple Belgian-based & international digital agencies
- Direct clients: Napoleon Games (iGaming/YMYL), Vavato (e-commerce), ~10 niche content sites, ~30 web design projects
- Full scope: SEO strategy, Google Ads, content marketing, tracking, dashboarding, web design, email marketing

Operations & Management · Family business · 2010 – 2014

WHAT I'M LOOKING FOR

Remote-first engagements where I can own the outcome. I work best on problems that combine AI, growth, and technical marketing: building implementations, driving go-to-market, or fixing things that are genuinely hard to fix.

I value autonomy and working with teams that move fast.

Not the right fit for: in-office roles, pure management, or projects where the scope is fully defined before I walk in the door.

MARKETING STACK

GA4 · GTM · sGTM
Ahrefs · Screaming Frog
Google Search Console
Looker Studio
Loops.so · HubSpot · Resend
Meta Ads · Pinterest Ads
Google Ads · Paddle

CERTIFICATIONS

HubSpot Marketing + SEO
GA4 Certified Individual
Google Ads (Search + Display)
EXIN Privacy & Data Protection
NHA Data Protection Officer 2025
Databricks Lakehouse
Agile / Scrum Practitioner

EDUCATION

HBO Computer Science

VTH Aalst · 2007 – 2010

General IT: databases, SQL, networking, systems administration

Specialization: Developer (web design, PHP, .NET, SQL)

AI PROJECTS & TOOLING

Since 2023, AI runs through all my work. I build chatbots, multi-agent systems, RAG pipelines, knowledge graphs, and automation workflows. I generate images and video, and use AI-assisted coding for all my projects. Selected cases below.

Board Advisor Agent

RAG agent (Claude Agent SDK) for a client's board of directors. Supabase + pgvector, document pipeline (PDF, DOCX, PPTX, images), web search, API connections (Search Console, GA4, CRM). Writes back to its database: a learning system. Board gets strategic advice and project status through chat.

Claude Agent SDK · Supabase · pgvector · API integrations

AI Product Photography

Bare product renders to styled photography with models and environments. OpenAI + Gemini image models, prompt chaining to preserve product dimensions. Weeks of photographer coordination reduced to minutes per image.

OpenAI · Gemini · Next.js · Supabase

GEO & Grounded Search Tools

GEO tracker: analyzes prompts at scale for brand mentions, competitor presence, optimization gaps. Grounded search: identifies which keywords LLMs search during prompt resolution, turning vague GEO advice into concrete SEO targets.

Next.js · LLM APIs · DataForSEO

Solar Panel Opportunity Detection

GTM automation for a solar company. Clay + satellite imagery APIs to detect rooftops without panels, score opportunity (roof size, orientation, obstructions), estimate costs and payback. Sales contacts only qualified leads.

Clay · satellite APIs · automated scoring

Multi-Agent Content System

6 subagents for content at scale: research, outline, writing, editing, SEO, QC. Also runs freshness checks and competitor gap analysis on existing content.

OpenAI Agents SDK · Python · n8n

MCP Tooling & AI Slide Generator

Built MCP-based chat tools that connect to Google Ads, Search Console, and n8n. Separate slide generator uses RAG on a curated slide library to produce brand-consistent presentations (similar to gamma.app, but locked to internal brand guidelines).

Claude Agent SDK · OpenAI Agents SDK · Google Slides API · MCP

SAAS PORTFOLIO

Amovera.app · Built & launched

Wedding planning SaaS, built solo. Guest list, seating, budget, moodboard, vendors, collaboration. Multilingual EN + DE.

Next.js · Supabase · Dokploy · Paddle · next-intl

Subvault.io · Live

Subscription management SaaS. Track renewals, smart reminders, spending analytics, category tagging.

Next.js · Supabase · Tailwind CSS

Chaos Sudoku · Live on Android · 5K+ downloads

Mobile game: rotating boards, shifting rules. Published on Google Play.

+ ~10 niche content sites (SEO-driven, self-built)

SELECTED CLIENTS

