

ROD HOWELL

Simi Valley, CA | rod@rodneynhowell.com | rodneynhowell.com

SUMMARY

I save businesses time and money with product development, automation, and better user experiences. I do not write code by hand: I design each system, AI coding tools write the code, and I test it until it works well. Since May 2025 I have rebuilt my own twenty-year online business this way, from checkout and email automation to attribution, analytics, and video production. I now also build AI automations under contract for a media company.

WORK EXPERIENCE

AI Automation Engineer (Contract)

National media company | Remote | Sept 2026 – Present

- Design and build AI-driven automations for editorial and sales-operations workflows, from problem definition to working tool.
- Design principle across all of it: scripts handle every deterministic check; AI judgment is used only where it has to be, so accuracy stays high and false flags stay low.

Owner / Operator

United Taps LLC | Simi Valley, CA | May 2006 – Present

Online dance-education business with four web properties, an 800+ page customer portal, a YouTube channel with 30,000+ subscribers and 7 million+ views, an email list of about 3,500 with open rates averaging over 50%, and a free-content funnel (YouTube and three reference sites → email list → purchase). Since May 2025, rebuilt the entire operation on AI-built systems:

- Launched a \$99 lifetime product that produced \$14,000 in its first 11 days; year-over-year revenue up 69%, orders up 50%.
- Automated the full order flow: checkout webhook → customer database → mailing-list segmentation → onboarding and follow-up email sequences. No manual admin per sale.
- Built UTM attribution and a self-hosted YOURLS link shortener as one system that tracks every buyer from source (Google, YouTube, email, referral sites) through purchase.
- Ran a controlled checkout trial across Stripe, FastSpring, and Paddle, measured by completion rate, load speed, and mobile UX, and migrated to the winner with an AI-built WordPress plugin and Apps Script pipeline.
- Built a weekly analytics brief generated automatically from Umami and Google Search Console, with year-over-year comparison.
- Replaced GA4 with self-hosted, cookie-free analytics across all sites and the portal, removing the consent banner and recovering the ~40% of visitor data it was hiding.
- Built an AI-driven video production pipeline that runs each release end to end: graphics, multi-camera audio sync, speech transcription (WhisperX), AI editing in VEGAS Pro, Vimeo and YouTube uploads, website page builds, and tracking links. It cut the time for each content release (five videos) from 10–12 hours to 1–2 hours.

SELECTED BUILDS

- **VEGAS Pro MCP server**, open source, public beta: a Node MCP server plus a C# extension running inside VEGAS, exposing nine tools and 100 actions so an AI assistant can inspect, edit, and render video projects. github.com/unitedtaps2/vegas-pro-mcp
- **ChoreoWave Player and ChoreoWave Editor**: two cross-platform desktop apps for dance teachers, now in beta on the Microsoft Store and Mac TestFlight.
- **Custom JavaScript embeds**: a video speed controller with 5% increments for hosted lesson video, and an audio player with speed control and chapter markers, deployed across all sites and the portal.

SKILLS

AI and product: Claude Code, OpenAI Codex, ChatGPT, Gemini; MCP servers; prompt and workflow design; multi-model review; product and interface design, information architecture.

Systems shipped (all code written by AI): WordPress checkout and member-access plugins, order and email pipelines, automated analytics reports, video production automation, two desktop apps, and webhook and API integrations (FastSpring, MailerLite, Vimeo, YouTube).

Configured and managed: Umami, Google Search Console, MailerLite, YOURLS, FastSpring, Stripe, Lemon Squeezy, WordPress.

EDUCATION AND EARLIER CAREER

University of Akron Wayne College, Wayne County, OH | 1993–1996 (77 semester credits, 3.9 GPA)

Tap dance instructor and choreographer at studios and national conventions across the U.S., 1989–2025.