Alex Sidarau

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Forward Deployed AI Marketing Engineer

Engineer and consultant who builds marketing workflows around the business, from positioning and acquisition to the software and data behind them. Experience includes artificial intelligence (AI) creative production, enterprise marketing operations, media analytics and customer-facing applications. At Zeug Lab, works directly with founders and operators, leads agent-assisted implementation and owns technical decisions and validation. Seeking Los Angeles or remote roles with up to 25% travel.

Marketing and Delivery Skills

Marketing: Business models, branding and positioning, campaign strategy, cold email, conversion paths, media analytics and experimentation.

AI implementation: Agent workflows, retrieval-augmented generation, Model Context Protocol (MCP), shared project context, permissions and release verification.

Engineering: Python, SQL, REST APIs, AWS, Google Cloud, PostgreSQL, Supabase, BigQuery, Airflow and Databricks. Working production exposure to TypeScript, React and Next.js.

Client delivery: Discovery, requirements, solution architecture, stakeholder communication, quality assurance and user acceptance testing, deployment and handover.

Selected Marketing and Product Work

Open Collective Member and Operator Platform

- Built the business model and brand for a private membership and hospitality business. Developed the marketing strategy, ran campaigns and implemented cold email outreach.
- Built the backend, member and operator applications, and analytics around referral intake, screening, onboarding, stays and events.

DJLessonsLA Business and Acquisition

- Built the business model and brand, shaped the private lesson offer and marketing angle, and developed the campaign strategy.
- Designed and built the website and backend, implemented cold email outreach and built the analytics layer around customer acquisition.

Try Day Club Rental Platform

- Translated booking, pricing, promotions and onboarding workflows into renter and operator applications for a Los Angeles rental business.
- Connected payment-first checkout with retained attribution and added booking-intent reports by vehicle and date, with explicit historical-data limits.

ClawPanel and Zeug OS

- Designed workspaces where teams and agents share project files and memory, with permission boundaries and auditable actions.
- Designed an internal delivery system connecting Linear, versioned specifications, AWS Lambda orchestration and model executors. Owned scope, review and acceptance.

Professional Experience

Zeug Lab | Founder and Forward Deployed AI Engineer

Westlake Village, California | November 2020–Present

- Build business models and brands alongside the software and data systems that run the operation. Work directly with founders and operators to define the offer and delivery scope.
- Lead architecture, APIs, cloud deployment and release validation. Use coding agents within scoped specifications and acceptance checks.
- Built DJLessonsLA's business model and brand, website and backend, campaign and cold-email acquisition, and analytics layer.

ZS Associates | Associate Consultant

Los Angeles, California | May 2025–May 2026

- Coordinated Salesforce Marketing Cloud email and SMS operations for Amgen brands, including metadata governance, Litmus, system integration testing, user acceptance testing and distributed sprint delivery.
- Supported iDNA data-platform modernization across AWS, Databricks, Airflow, Tableau and Redshift, translating architecture and governance requirements.

The Beachbody Company | Business Systems Analyst to Senior Analyst

Los Angeles, California | March 2017–December 2024

- Built and deployed an AI-assisted creative production and review workflow credited with $400K in annual cost savings.
- Managed analytics and optimization for a $500K/month media portfolio spanning over-the-top and connected television, audio, programmatic, affiliate and linear channels.
- Delivered analytics, experimentation, automation and operating recommendations associated with more than $2M in reported cost savings.
- Led reporting automation, experimentation and implementation quality assurance across web, iOS, Android, Roku and Fire TV.

Amagi | Big Data Engineer Part Time Consulting

New York, New York | April 2023–January 2024

- Unified streaming, engagement and advertising data in an AWS, Python, Spark and Looker platform for leadership and marketing teams.
- Aligned stakeholders around a shared operating view and advised leadership on Ad Plus platform priorities.

Crackle | Analytics Manager and Data Engineer Part Time Consulting

Los Angeles, California | April 2021–April 2023

- Built business intelligence and production data pipelines across Google Cloud, BigQuery, Redshift, Snowflake, Fivetran, Tableau, Looker and QuickSight.
- Stabilized engagement and marketing reporting and delivered a shared decision layer for operating teams.

Education and Credentials

Bachelor of Informatics and Radio-electronics Systems, BSUIR.

Data Engineering and Machine Learning, UCLA Extension.

MicroMasters coursework in Finance, MITx/edX.

AWS Solutions Architect Associate certification earned 2021, expired 2024.