

# ALEXANDER SMILEVSKI

AI AUTOMATION | WEB SYSTEMS | SALES & CLIENT OPERATIONS

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## PROFESSIONAL SUMMARY

Co-founder of Alvera Digital, a web and AI automation company that builds websites, local SEO systems, and customer-communication workflows for service businesses, serving more than 50 clients nationwide with over \$100,000 in annual recurring revenue. Graduating NJIT Information Technology student who owns the full client cycle: prospecting and closing, requirements, system design, deployment, monitoring, and ongoing support.

## SKILLS

**Sales & Client Operations:** Outbound prospecting, lead qualification, discovery calls, proposals and closing, client onboarding, account management and retention, CRM pipeline management (GoHighLevel), local SEO, Google Business Profile optimization

**Languages & Web:** Python, JavaScript, TypeScript, React, Next.js, SQL, HTML/CSS, Git/GitHub

**AI & Automation:** LLM workflows, AI agents, prompt design and testing, workflow automation, output evaluation

**Systems & Cloud:** REST APIs, webhooks, JSON, authentication, AWS (EC2/S3/IAM/CloudWatch), Vercel, Supabase/PostgreSQL, Stripe, Cloudflare, TextGrid

## EXPERIENCE

**Co-Founder and Technical Operations Lead** | Alvera Digital

Feb 2026 – Present

- Co-founded and scaled a web and AI automation company past \$100,000 in annual recurring revenue, serving more than 50 service businesses (auto repair, HVAC, plumbing, electrical, marine) across the United States.
- Run the sales pipeline end to end: build prospect lists, lead outreach and discovery calls, present proposals, close, and onboard new clients into production systems.
- Design and deploy websites, local SEO and Google Business Profile systems, lead qualification and follow-up, appointment scheduling, missed-call recovery, review management, and CRM and messaging workflows.
- Integrate Vercel, Stripe, GoHighLevel, TextGrid, Cloudflare, domain providers, messaging services, and third-party APIs through authenticated REST endpoints, webhooks, and JSON payloads.
- Own requirements, system design, testing, deployment, monitoring, and production troubleshooting while coordinating a five-person team across development, onboarding, quality assurance, and account operations.

**System Administrator and Marine Mechanic Apprentice** | JetPro Powersport

May 2025 – Sep 2025

- Administered the website, domains, digital accounts, appointment workflows, and customer communication systems for a marine service shop while supporting hands-on diagnostics and service operations.

## SELECTED TECHNICAL PROJECTS

**Personalized Website Prototype Pipeline** | Automation and Web Development

- Built a system that converts structured business information into customized website prototypes in seconds, cutting the manual work required to prepare prospect demonstrations.

**Prospecting and Website Audit Pipeline** | Python and Workflow Automation

- Created a pipeline that identifies businesses with missing or weak websites and organizes candidates for technical review and personalized outreach.

**Infrastructure Monitoring Platform** | Python and AWS

- Developed uptime, disk-usage, and application-health monitoring with CloudWatch metrics, log analysis, dashboards, and automated alerts, cutting incident response time by approximately 40%.

## EDUCATION AND LEADERSHIP

**Bachelor of Science in Information Technology** | NJIT

Expected Dec 2026

Tau Kappa Epsilon leadership: supported chapter operations, recruitment, budgeting, and events; contributed to more than 400 hours of community service and fundraising for St. Jude Children's Research Hospital.