

Miguel Ochoa

Growth Engineer

Marketing IC who ships. Webflow, analytics, and production AI tooling.

Asker, Norway (Oslo office ready) | EU/EEA work-authorized

miguel@miguelo.io | +47 973 82 504

miguelo.io | linkedin.com/in/miguelOchoa

Languages: Spanish (native), English (full professional), Norwegian (learning)

Summary

Growth engineer. Marketing IC who ships. Anthropic-certified (Claude Code 101 and AI Fluency Framework), Claude Code in my terminal every day, builds production AI workflows the org actually uses, not pilots. Hybrid IC at the intersection of data and creative, with 15+ years across design, Webflow, and analytics, the last two as a one-person growth team at Strise (compliance-AI startup, AML).

Recent work: led Strise's March 2026 rebrand (Webflow and Rive) with traffic up 20% and AEO visibility on tracked prompts moving from 8% to 58%. Took the brand from #4 to #3 in AML AI-search visibility in six months, the biggest gain in a cohort with ComplyAdvantage, Sumsb, and Napier. Built Mig, an internal Claude assistant now used across marketing, sales, and product.

I close the gap between a good idea and a shipped thing, and AI is what lets one operator ship at the speed of a small team. If it does not move a number or remove friction, I am not interested.

AI-Native Operator

Daily AI stack

- **Claude** (Sonnet, Opus, Haiku) and **Claude Code**: daily driver for shipping internal tools, drafting, research, code review, and content. Anthropic-certified (Claude Code 101 and AI Fluency Framework).
- **ChatGPT and GPT**: second-opinion model, multi-modal use cases, quick scratchpad.
- **Image generation**: Midjourney, DALL-E, and Flux-class tools for moodboards, ad concepts, scroll-stoppers, and brand exploration.
- **Agentic workflows**: production AI tools I build and run on cadence at Strise.
- **Voice and transcription**: Circleback for call intelligence, fed into downstream automations.
- **Vibe coding**: Claude Code and Cursor-style flow for shipping internal tools as a single operator.

Production AI work shipped

- **Mig**: org-wide internal Claude assistant used across marketing, sales, and product at Strise for research, pre-call prep, content drafting, ad copy, and competitive analysis.
- **Pre-call brief tool**: meeting transcripts, CRM data, and external research compiled into one brief. Killed manual prep for the commercial team.
- **AML knowledge-base agent**: Claude RAG agent over Strise's compliance corpus.
- **Weekly competitor analysis**: automated AML competitive monitoring on cadence.
- **Weekly brand-mention monitoring**: automated discovery and digest across the AML space.
- **Strise rebrand site**: AI in every step of the build loop, from copy to QA to instrumentation.

Keywords: AI-native operator, Claude Code power user, agentic AI workflows, prompt engineering, RAG, LLM ops, AI-augmented marketing, generative AI, multi-modal AI, image generation, AI-first GTM, production AI tooling, AI fluency, model evaluation, context engineering, vibe coding, in-house AI shipping.

Experience

Strise | Digital Marketing Specialist

August 2024 to Present | Oslo, Norway

Compliance-AI startup (AML and financial-crime). One-person growth team.

- Led the front-end rebuild for Strise's March 2026 rebrand (Webflow, Rive, Figma) with HubSpot, GA4, and Segment wired in at launch and SEO and AEO baked in from day one. Traffic up 20%, AEO visibility on tracked prompts went from 8% to 58%.
- Took Strise from #4 to #3 in AML AI-search visibility in 6 months. Share-of-voice moved from 18% to 31%, the largest growth delta in a competitor cohort that includes ComplyAdvantage, Sumsb, Napier, and Quantexa. Surpassed LexisNexis.
- Shipped a technically clean rebrand site (100/100 Ahrefs Health Score, 0 errors, Lighthouse 100 on SEO and Accessibility) that grew to 75 ranking keywords (17 in top-3), about 1.1K monthly organic traffic, \$6.4K traffic value, and 532 web search clicks in the first 5 weeks post-launch.
- Drove +1,023% impressions on the top blog post (KYC and KYB software tools) post-launch, plus 9 Google AI Overview citations across 4 pages.
- Built Mig, an internal Claude AI assistant now used across Strise for research, pre-call prep, content drafting, website copy, and ad copy, replacing a pile of one-off tools with one layer the org actually uses.
- Built a pre-call brief tool for the commercial team that compiles meeting transcripts, CRM data, and external research into one brief.
- Shipped four production AI workflows: AML knowledge-base agent, Circleback call-intelligence assistant, weekly competitor analysis, and weekly brand-mention monitoring. All running on a recurring cadence and feeding GTM.
- Built the outbound automation stack: LinkedIn (HeyReach and Sales Navigator), enrichment with Clay and Apollo, all routed into HubSpot. Runs without daily babysitting.
- Own GTM experiments end-to-end: idea, rollout, postmortem. Tighter lead-gen and conversion-focused pages have moved inbound up.
- Own marketing-ops hygiene at Strise: HubSpot lifecycle, lead scoring, list management, multi-touch attribution. HubSpot RevOps trained.
- Built the motion and interaction layer in Rive for the new Strise site: scroll-driven product storytelling, interactive brand visuals, motion that directs attention rather than decorates.
- Work with AI as a default copilot, not an experiment. Claude Code daily for shipping internal tools, Claude in every drafting and research loop, and active push to lift the rest of the team's AI fluency.

Timely (Memory.com) | Senior Digital Designer and Marketing Designer / Webflow Developer

June 2021 to August 2024 | Oslo, Norway

Automatic time-tracking SaaS. In-house bridge between design, dev, and analytics.

- Did the work of three roles in one seat for three years (design, Webflow and JS development, and analytics wiring) so the marketing site looked good, worked, and improved weekly.
- Owned Timely's marketing site as a conversion surface. Built in Webflow with custom JavaScript, instrumented end-to-end across HubSpot, Segment, and Google Analytics, iterated weekly through A/B tests with data deciding what shipped.
- Ran A/B tests as the standing decision mechanism for any meaningful site change. Not occasional experiments, the default process. Sharpened a low tolerance for fluffy metrics across the team.
- Wired HubSpot, Segment, and Google Analytics into the Webflow site, turning a brochure into a measurable funnel and making attribution the default basis for marketing decisions.
- Drove sustained organic traffic and inbound growth across three years through ongoing UX, conversion, and SEO work in partnership with the SEO lead.
- Built custom interactions and motion on the marketing site, calibrated to direct attention and signal product behavior, not decorate the page.

sennder | Freelance Graphic and Web Designer

December 2020 to March 2021 | Berlin, Germany (remote)

Berlin road-freight scaleup. Short, focused engagement.

- Built sender's VAS landing-page system in Webflow. Designed in Figma, integrated with marketing tools, and routed leads to email, Slack, and Sheets so submissions reached the carrier-services team without manual handoff.
- Built a Figma design system for sender's marketing surface. Components, tokens, and patterns calibrated for fast Webflow translation, making downstream landing-page builds consistent and faster.

Self-Employed | Freelance Graphic and Web Designer

May 2013 to June 2021 | Caracas, Berlin, Remote (8 years)

Independent practice across geographies.

- Designed and shipped marketing sites for sender, PearlEdison, Jumpstart, Headcount, and Timely (pre-FT). Concept to Figma design to Webflow build to marketing-tool integration, end-to-end.
- Built the design-with-data habit during the freelance years. Usability testing, user research, and conversion analysis baked into every engagement long before it became the in-house norm at Timely and Strise.
- One-person multi-disciplinary team across brand, UX, front-end build, and project delivery. The foundation under everything that came after.

Earlier Career | Caracas (1999 to 2014)

Foundational design and front-end practice. Condensed.

- 15 years across Caracas-based agencies, media, and entertainment, including Turner Broadcasting System (Graphic Designer), Diario El Universal (Web Designer), Evenpro (Senior Web Designer), Semprenoi, Teravision Technologies, and Jitani INC.
- Built the visual and technical foundation later applied at Timely and Strise.

Skills

AI Workflows and Automation

Claude and Claude Code (Anthropic Certified, Claude Code 101 and AI Fluency). Agentic AI, prompt engineering, RAG, knowledge-base agents, internal AI tooling. Production tools shipped: Mig (org-wide Claude assistant), pre-call brief tool, AML knowledge-base agent, Circleback call-intelligence assistant, weekly competitor analysis, brand-mention monitoring. AI-as-copilot working method (Claude Code daily, Claude in every drafting and research loop). Zapier, GitHub, Circleback for automation glue and recurring-cadence workflows.

Growth and Outbound

Clay, Apollo, HeyReach, LinkedIn Sales Navigator. Signal-driven outbound stack built end-to-end at Strise; runs without daily babysitting. HubSpot (RevOps trained): lifecycle, lead scoring, multi-touch attribution, lead routing. GTM experimentation owned end-to-end (idea to rollout to postmortem) at Strise. A/B testing, conversion rate optimization (CRO), funnel analysis, Zapier automation.

SEO and AEO (Answer-Engine Optimization)

AEO: moved Strise from #4 to #3 in AML AI-search competitive visibility (SOV 18% to 31%, biggest cohort gain). AI-search visibility, Google AI Overview optimization (9 citations earned), structured data, prompt-set monitoring. Technical SEO: shipped Strise rebrand at 100/100 Ahrefs Health Score, Lighthouse 100 SEO and Accessibility. Tools: Ahrefs, Google Search Console, Lighthouse, Core Web Vitals, on-page SEO.

Marketing Analytics and Funnel

Segment, GA4, Google Tag Manager. End-to-end funnel instrumentation (Webflow to Segment to HubSpot to GA4). HubSpot lifecycle and multi-touch attribution. Funnel measurable end-to-end. A/B testing as default decision mechanism (Timely, 3 years).

Creative and Front-End

Webflow (10+ years), JavaScript, HTML, CSS, GSAP, custom interactions, responsive and mobile-first. Figma: design systems, components, tokens, prototyping, accessibility (WCAG). Rive: interactive motion, scroll-driven storytelling, on-page animation (Strise rebrand). Adobe Creative Suite (Photoshop, Illustrator), brand identity,

visual identity systems.

Certifications

- Anthropic, Claude Code 101
- Anthropic, AI Fluency Framework and Foundations
- HubSpot RevOps, course completion
- Clay, course completion
- Webflow, course completion
- Anthropic Claude Cowork, course completion
- LinkedIn, Social Media Manager
- LinkedIn, Personal Branding

Selected Writing

- Webflow: A Tale of Design, Code, and the Quest for SaaS Domination (LinkedIn)
- The Unseen Power of In-House Designers in the Face-off Against Outsourced Creativity (LinkedIn)

Reach and Voice

- Instagram: 14K followers, personal creative and design account
- LinkedIn: linkedin.com/in/miguel0choa, 500+ followers, two published articles on Webflow and in-house design
- Personal site: miguelo.io, portfolio and about
- Distribution that translates: built audience without an agency or paid budget, on the strength of the work. The same instincts that grew it grow my employer's brand.

Education

Graphic Design, Instituto de Diseno de Caracas, Caracas, Venezuela (1996 to 1999)

References

"AI automation? Animation? Any challenge that comes up? He handles it all with the same skill, attention to detail, and dedication." Nicholas Thon, Content Creator (Strise).

"Work so good and original that lots of other companies try to emulate it (not as successfully). His technical knowledge ensures webpages work well for digital marketing, SEO and analytics purposes." Adam Gutteridge, Lead Product Experimentation Analyst, Dunelm (Timely).

"Master craftsman. Brings a wealth of experience to deliver every project with finesse." Anebi Agbo, Senior Digital Advisor, State of Colorado (Webflow projects).