

Wielfried W Zouantcha

AI-Native Growth Operator | Content Systems, Paid Acquisition, Funnels, Product Ops

Washington, DC | Open to high-agency founder/operator roles | zouantchaw74@gmail.com | +1 (240) 728-9871 | [LinkedIn](#) | [GitHub](#) | [zouantcha.com](#) | [mtlarchives.com](#)

Education

Flatiron School New York

Full Stack Software Engineering Certificate

Community College of Baltimore County

Small Business Ownership Certificate

Loyola University Maryland

Pre-Nursing coursework

New York, NY

Baltimore, MD

Baltimore, MD

Skills

Growth:	Content strategy, short-form systems, Facebook/Instagram distribution, Meta Business Suite, Google Search Ads, lead funnels, landing-page QA, conversion tracking, campaign diagnostics, weekly analytics reviews
AI Ops:	Codex, Claude Code, ChatGPT, Gemini research, agent workflows, prompt stacks, content format libraries, QA checklists, operating notes, automation design, contractor/workstream coordination
Product:	Founder support, course/funnel thinking, customer research, product analytics, stakeholder updates, roadmap execution, documentation, web product delivery, Stripe/payment flows, no-code/low-code ops
Technical:	React, Next.js, TypeScript, Node.js, Cloudflare Workers, Vercel, PostgreSQL/D1, APIs, webhooks, analytics instrumentation, GitHub, SEO/search surfaces, mobile-first web QA

Professional Experience

MTL Archives

Montreal / Remote

Founder, Growth Systems + AI-Native Content Operator

2025 - Present

- Built a repeatable short-form content system turning archival images into Instagram carousels and Facebook Reels using hook libraries, theme calendars, Gemini research, AI-assisted copy, QA gates, and weekly analytics review.
- Drove a February 2026 breakout on Facebook: 1.36M views, 826K unique viewers, 11,359 interactions, and 4,780 new follows from a focused local-history content loop.
- Kept March 2026 distribution meaningful after viral normalization: 480,521 total social views, 1,090 total follows, 5.3K website page views, and improved site efficiency per 1K social views.
- Separated channel strategy by behavior: Facebook for hook-first reach and sharing, Instagram for documentary carousels, saves, profile conversion, and brand coherence.
- Connected attention to product surfaces: archive search, daily game, photo pages, print CTA, cart, checkout, and social-to-site referrer analysis.
- Used Codex and Claude Code as operating leverage to research, produce, QA, render, inspect, and document content packages while preserving factual guardrails and brand consistency.

Ballerz Football Academy

DMV / Remote

Growth, Ads + Funnel Operator

2026 - Present

- Supported the Summer Skillz Training Camp growth push for a \$350 youth soccer camp at Maryland SoccerPlex, with a 30-day goal of 8-10 camp sales.
- Managed Google Search campaign diagnostics around a controlled \$18/day budget and \$320 cap; reviewed query intent, CTR, CPC, conversion actions, mobile landing path, and registration-page friction.
- Improved paid-search quality by tightening negative keywords around free, cheap, overnight, league, college, and ID-camp intent, then adding exact high-intent local camp keywords.
- Set up and documented Meta Ads backup lead-generation structure for parents within 20 miles of Maryland SoccerPlex, including budget, targeting, UTM structure, and launch blockers.
- Translated campaign data into operator decisions: when to inspect, when to pause, what to fix in tracking, and which funnel risks needed owner approval before spend changed.

Oloodi Technologies - KROW Workforce

Remote

Customer Engineer / Full-Stack Product Engineer, Part Time

2026 - Present

- Support a live workforce platform across customer engineering, product review, web/mobile/backend workflows, stakeholder updates, QA, and technical delivery planning.
- Turn ambiguous founder/operator needs into clear implementation recommendations around authorization, validation, critical-flow QA, promotion gates, and production readiness.

Ethos / HeyEthos

Remote

Senior Full-Stack Engineer / Product Engineer

May 2022 - Nov 2025

- Owned high-ambiguity product and engineering work across a small startup team, translating founder, customer, product, and design needs into shipped software.
- Built self-serve SaaS, Shopify, POS, onboarding, loyalty, token-gated commerce, payment-adjacent, and internal operations workflows across React, Next.js, TypeScript, Node.js, Prisma, Azure, and Vercel.
- Worked across product delivery, customer behavior, implementation, QA, issue triage, documentation, and stakeholder communication.

Projects

MTL Archives Growth + Product Funnel

2025 - Present

Social distribution system, archive product, analytics loop

- Built the underlying product: 14,822-record archive, 153 GB image collection, semantic search, text search, daily game, photo pages, print flow, newsletter/content ideas, and public web experience.
- Ran growth analysis across views, follows, interactions, page visits, link clicks, visitors, page views, search CTR, game completions, print CTA clicks, cart adds, and checkout clicks.
- Identified platform-specific content lessons: Facebook reach works best through concrete Montreal reveal hooks, while Instagram performs better with exact place/date carousels and archivist-teacher clarity.

AI-Agent Operating System

2025 - Present

Codex/Claude Code workflow for growth, product, research, and QA

- Use coding agents as practical staff: source evidence, draft plans, inspect analytics, generate artifacts, run browser QA, create content packages, write operating notes, and maintain tracker-style execution systems.
- Developed repeatable guardrails for agent-assisted work: source-backed claims, approval boundaries, QA checklists, publish ledgers, factual review, and clear escalation for spend, posting, legal, or customer-sensitive actions.
- Built enough technical depth to manage both product implementation and growth execution, including web analytics, APIs, scripts, local automations, and production workflows.

Diane Party Rentals + Local Business Growth Experiments

2023 - Present

Funnel/product work, local content strategy, small-business operations

- Built quoting, inventory, branded document, and Stripe payment workflows for a local event-rental business, reducing quote turnaround from roughly 24 hours to under 2 hours.
- Adapted the MTL Archives growth pattern into a Reels-first local-content strategy for event rentals, focused on useful local data, lead generation, and practical event-planning decisions.