

OLEKSANDR HOLOVKO

AI AUTOMATION ENGINEER
Business process automation
Co-founder of HOLBAND,
e-commerce brand, since 2019

CONTACTS

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France · remote

SKILLS

AI AND LLM
Claude and Anthropic API, Claude Code, custom agents, Gemini, GPT and Codex, prompt engineering

DEVELOPMENT
Python, Flask, SQL, PostgreSQL, JavaScript, Node, REST and GraphQL, webhooks, HMAC, git

CLOUD
Cloudflare Workers, KV, Hyperdrive, Pages, Render, cron schedules

PLATFORMS
Shopify Admin GraphQL and Liquid, Meta Marketing and Conversions API, GA4, Telegram Bot API, Nova Poshta, CheckBox PRRO

EDUCATION

Master's degree, Sport Psychology
2016-2018

Bachelor's degree, Football Coaching
2012-2016

LANGUAGES

Ukrainian · native
Russian · fluent
English · advanced
French · intermediate

SPORT

15 years in football: professional 2010-2022 in the Ukrainian First League and Premier League, then semi-professional in France

holovko-ai.pages.dev
Examples of tools I have built, with technical details

For seven years I have been running my own e-commerce business, from building it from scratch to optimizing and automating most of its processes. Growth rests on just a few people, because automation has taken over the routine.

I have spent the past year deep in AI, automation and optimization. Having done almost every job in e-commerce by hand, I knew what to improve, so I started with my own business.
Changes over the last 12 months:

×3.3	**Total revenue:** the last 12 months against the year before.	**62%** OF ALL REVENUE	in the site's three years was made in the last 12 months, as were 49% of orders.
×2 ORDERS	against the year before, while prices were going up.	**×2.2** SEARCH	visits from search, June to August, ₴0 on ads.
+64% AVERAGE ORDER VALUE	We raised prices regularly because the tools created the conditions for it: fast replies and delivery, pages that show the product's value, free workouts, service without delays. Orders doubled over the same period.		

EXPERIENCE · EXAMPLES OF IMPLEMENTED TOOLS

HOLBAND

since 2019

Co-founder. An e-commerce brand of fitness and healthy movement equipment, built from scratch. In 2019-2023 we sold through Instagram. Since September 2023 the store has been running on Shopify. I also handle supplier sourcing, factories in China, purchasing, logistics and the warehouse myself.

- **Business operating system: a brain that knows the company**
  An LLM with full access to the knowledge base and business context: money, stock, sales, customers, product. **The brain grows every day, advises and helps make decisions.** On top of it sits a cloud dashboard: data from all channels refreshes hourly, a brief is ready every morning, decisions that need a human go into a queue. The closest analogue is a CRM, only broader and built around our own processes.
  Claude API · Python · Flask · PostgreSQL · Render · Shopify Admin GraphQL · GA4 Data API · Meta Marketing API

- **Automatic fiscalization without third-party services**
  Before: fiscal receipts were issued by hand every evening. After: once a payment arrives, the system issues the receipt itself, opens the shift and sends the receipt to the customer. **Since 13 August 2026 not a single manual receipt, and an independent check through a second route showed a 100% match and 0 failures.** The code is open: github.com/Alhol18/shopify-checkbox-fiscal
  Cloudflare Workers · Shopify webhooks · HMAC-SHA256 · KV for idempotency · CheckBox PRRO API

- **A customer bot that answers instead of me**
  Before: the same questions in DMs, time lost on searching and replying. After: the bot sends the tracking number once the parcel ships and writes when it arrives. In the menu: tracking, profile, loyalty points for a discount or gift, personal promo codes, "invite a friend", points for a story mention, one-tap review, workout library. **Only serious questions reach us.** Already 910 phone numbers in the database.
  Telegram Bot API · Cloudflare Workers · Hyperdrive · PostgreSQL · Shopify Admin GraphQL · Nova Poshta API · Judge.me

- **The shipping manager gets everything in Telegram**
  Before: the order system required a person to keep logging in and watching for new orders. After: **as soon as a waybill is created, the manager gets a message with everything needed**: tracking number, name and phone, amount, city and branch, parcel contents with a photo of each item. Clarifying questions disappeared from the correspondence.
  Webhooks orders/create and fulfillments/create · PostgreSQL jsonb · Telegram sendMediaGroup · Nova Poshta API

- **SEO**
  The system ran an audit: site SEO, where people come from, what they look at, traffic, social media, which products they buy. Following its advice we are also rebuilding the site, so that customers can find us more easily without extra ad spend. **Search traffic has recently grown ×2.2**, total traffic doubled, ad spend over this period = zero.
  GA4 Data API and Measurement Protocol · Meta Conversions API · UTM redirects · Claude

- **Our own niche knowledge base that the system relies on**
  Knowledge in fitness varies widely, so we built a base from sources we trust (currently **67 vetted sources, 48 transcripts, 157 structured pages**). It is used to write blog posts and break down our own workouts (currently 11 videos, 71 timestamped fragments). Next, customer hints and a chat will run on it.
  Gemini File API · Python · PostgreSQL · git

- **Business finances, reconciled to the penny**
  4,879 bank transactions over three years sorted automatically: business separate from personal, results by year, margin by product. **Every statement reconciled to the penny**, without an accountant.
  Python · pdfplumber · NBU exchange rates · Shopify Admin GraphQL