

EMILIANO BORZELLI

Director of Technology

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[Website](#) | [GitHub](#)

PROFESSIONAL SUMMARY

Director of Technology with deep expertise in full-stack web development, internal product design, and AI-augmented workflows. Lead technical strategy and platform architecture for a digital marketing agency serving pharma, healthcare, and corporate clients. Architect of Near&Dear OS (NDOS)—the agency’s internal operating system—a modular platform of eight independently deployed applications that systematize delivery, financial intelligence, workforce automation, and AI agent orchestration across the organization. Strong command of modern TypeScript/React ecosystems, serverless infrastructure (Cloudflare Workers, Durable Objects), relational databases (PostgreSQL, SQLite/Prisma), MCP server development, CI/CD pipelines, and emerging AI tooling.

EXPERIENCE

Director of Technology | Near&Dear (*formerly Moontide Agency*) | Atlanta, GA 2025 – Present

Digital marketing agency serving pharma, healthcare, and corporate clients. Lead technical strategy, architecture, and development across all client accounts and the agency’s internal operating system.

- Near&Dear OS (NDOS): Conceived, architected, and lead development of the agency’s internal operating system—a modular platform of purpose-built applications that systematize how the agency delivers, measures, and scales its work. NDOS encodes institutional knowledge (role libraries, playbooks, client standards) into governed, repeatable workflows, shifting the agency from ad-hoc delivery toward “Results as a Service.” Built on a pnpm + Turborepo monorepo with a shared Tailwind preset, component library (@ndos/ui), and unified ESLint/TypeScript configs. The platform currently comprises eight applications spanning financial intelligence, workforce automation, AI agent orchestration, and third-party integrations—each independently deployed, tested, and maintained.
- BurnKit: <https://vibrains.com/burnkit>
Financial analytics dashboard tracking burn rate, billable hours, project profitability, and team utilization. Star-schema data model with fact/dimension tables, Excel import with validation, Recharts visualizations. Next.js 16, React 19, PostgreSQL/Prisma, NextAuth.js, shadcn/ui. Deployed on Vercel.
- TimeKit: <https://vibrains.com/timekit/dashboard>
Teamwork time-log sync and payroll export system. Syncs approved time from Teamwork API into PostgreSQL, generates fixed-width files for Advantage payroll import. Dashboard for filtering/grouping time logs. Hourly automated sync via GitHub Actions. Next.js 16, React 19, Auth.js, TanStack Query/Table, Cloudflare R2, Vitest/Playwright. Production v2.0.0 on Kinsta.
- MemoryKit: <https://vibrains.com/memorykit>
Organizational memory system that captures, indexes, and retrieves institutional knowledge across the agency. Integrates with an Obsidian-backed vault using SQLite FTS for fast semantic search, enabling AI agents and team members to access structured context, historical decisions, and client intelligence. Supports governed knowledge ingestion, retrieval pipelines, and OAuth-secured access. Built with TypeScript MCP server architecture for seamless integration into agent workflows.

- AgentKit (Mission Control): AI agent task management dashboard with Eisenhower matrix, Kanban board, multi-agent delegation (Claude Code, Cursor, Windsurf), autonomous daemon for background execution, slash commands, loop detection, goal tracking. 193 tests, CI/CD. Next.js 15, React 19, Tailwind v4, shadcn/ui, Zod, Vitest.
- MCP Server Development: Built and deployed production MCP servers: FathomMCP (meeting data via per-user OAuth 2.0 on Cloudflare Workers + Durable Objects), TwitterMCP (tweet posting/search with rate limiting, published on npm), and MemoryKit (organizational memory backed by Obsidian vault with SQLite FTS, OAuth 2.1).
- CalKit: Automated PTO-to-calendar sync pulling employee time-off from TriNet HR API into Google Calendar events. Multi-company support, incremental + full sync, deduplication. Python 3, Redis state persistence, deployed as daily cron on Sevala PaaS.
- Addyi / Sprout Pharmaceuticals: Led technical strategy for consolidating six websites into a unified two-property architecture (addyi.com + unbranded HSDD content hub). Delivered security audits, technical proposals, SEO/GEO architecture, and a Find a Provider tool redesign using PostGIS geospatial search. Produced polished Word proposals and condensed technical specifications.
- Agency Scaffolding CLI: Custom create-* NPM package (GitHub Packages) standardizing project setup for Next.js, WordPress, and Astro projects. Reduced initialization time across the agency.
- Sente Labs (Sente Dashboard): <https://vibrains.com/sente>
Built a marketing performance analytics platform aggregating data across email (Klaviyo, Pardot), web, and social channels into a unified dashboard with KPI trends, channel-specific analytics, and AI-generated executive summaries via Anthropic API. Role-based access, CSV import with extensible parser factory, PDF export. Next.js 16, PostgreSQL (Sevala), NextAuth, Chart.js, Tailwind. Also debugged Shopify privacy sandbox blocking issues affecting Rebuy Engine analytics and physician referral form.
- Near&Dear Agency: Website build using Next.js - <https://nearanddear.agency/>

Director of Technology | Moontide Agency | Atlanta, GA

2019 – 2025

Lead technical strategy, architecture, and development across all client accounts and the agency's internal AI tooling

- OrangeTwist: GitHub Actions CI/CD deploying WordPress theme and plugins to Kinsta (staging/production) with Slack notifications. WordPress custom block development and theme maintenance. <https://orangetwist.com/>
- JetZero: Site build, HubSpot implementation - <https://www.jetzero.aero/>
- CooperSurgical: Site build, search hub running on Algolia - <https://www.coopersurgical.com/>
- FIDO Alliance: Site build <https://fidoalliance.org/>, documentation hub at <https://www.passkeycentral.org/>

TECHNICAL SKILLS

- Languages: TypeScript (strict), JavaScript (ES6+), Python 3, PHP, Ruby, HTML5, CSS3/SASS, SQL
- Frontend: React 19, Next.js 15/16 (App Router), Astro, Tailwind CSS v4, shadcn/ui, Radix UI, Recharts, Chart.js, TanStack Query/Table, GSAP, Zod
- Backend & APIs: Node.js 22, Express, Hono, Cloudflare Workers, Durable Objects, REST APIs, MCP SDK, OAuth 2.0/2.1, Teamwork API, Fathom API, TriNet API, Twitter API v2, Google Calendar API, HubSpot
- Databases & Storage: PostgreSQL, SQLite (better-sqlite3, FTS), Prisma ORM, Supabase (Pgvector), PostGIS, Redis, Cloudflare KV, Cloudflare R2
- CMS & Content: WordPress (FSE/block themes, ACF, Gutenberg custom blocks, headless), TinaCMS, Payload CMS, Statamic, Obsidian (vault-as-data-store)
- DevOps & CI/CD: GitHub Actions, Vercel, Sevilla (PaaS + static), Kinsta, Cloudflare (Workers/KV/R2/Durable Objects), Docker, pnpm, Turborepo, @wordpress/scripts
- AI & Agent Tooling: MCP server development (TypeScript SDK), Anthropic API, Letta Cloud Pro, Claude Code, Vercel AI SDK, AI agent orchestration (multi-agent delegation, autonomous daemons), prompt engineering
- Auth & Identity: Auth.js / NextAuth.js, better-auth, Google OAuth (service accounts + user consent), multi-platform OAuth integrations (Slack, Box, Microsoft 365, Kandji)
- Testing & DX: Vitest, Playwright, node-cron, Bruno (API testing), ESLint (flat config), Prettier, Chokidar (file watching)
- Platforms & SaaS: Shopify (Liquid, analytics), Google Workspace, Slack, Box, Microsoft 365, Teamwork, Kandji, Fathom, TriNet, Klaviyo, Pardot

EDUCATION & LANGUAGES

- Education: Bachelor of Arts - BA, Web Design Technology & Information
- Languages: English, Italian, Spanish