

Bohdan Antonov

AI Product Engineer (E-commerce & SEO Automation)

Odesa, Ukraine (Remote)

Email: ab@abvshots.com

LinkedIn: <https://www.linkedin.com/in/abvshots>

GitHub: <https://github.com/abvshots>

KeyCluster: <https://www.keycluster.info/>

Website: <https://abvshots.com>

Summary

I build production AI systems for e-commerce SaaS and SEO operations: RAG knowledge assistants for internal teams, vision+LLM product content generation at scale, and SEO intelligence workflows powered by real performance and market metrics.

Before AI, I worked in digital marketing and e-commerce operations (SEO/SEM and content). Since 2023 I've been at Horoshop (Cartum) across sales/partnerships and, since mid-2025, AI services R&D. I own system design, data pipelines, integrations, evaluation/guardrails, and production reliability end-to-end.

Highlights

- Built a RAG Knowledge Assistant for Cartum/Horoshop internal teams: grounded answers from docs/specs/reference materials.
- Shipped a Vision + LLM product content generator; 50,000+ products generated/optimized in production.
- Built KeyCluster: SEO operations platform with scoring driven by GSC / GA4 / Ads / DataForSEO.
- Strong focus on reliability: deterministic formats, quality checks, and iterative improvements based on usage.
- Marketing & SEO background (2008–2023): ran an independent contractor business, grew social following ~150%, improved search visibility, and built catalog/PIM workflows.

Experience

Horoshop / Cartum — E-commerce SaaS (Sales !' Partnerships !' AI Services R&D)

2023 — Present · Remote

- Joined Horoshop in 2023 as a sales specialist; later moved into international sales and partner programs.
- In mid-2025 transitioned to AI services R&D and began shipping production AI systems for e-commerce and SEO operations.
- Contributed to production workflows including a RAG knowledge assistant and a vision + LLM product content pipeline (publicly shareable highlights only).
- NDA: detailed scope is limited; I can share architecture, constraints, and outcomes.
- Work end-to-end: system design, data pipelines, integrations, quality controls, monitoring, and reliability.

Selected outcomes: 50,000+ products generated/optimized; RAG assistant in production for

internal teams.

Independent projects — KeyCluster and content automation

2025 — Present · Remote

- Built KeyCluster: SEO operations platform with multi-source scoring (GSC / GA4 / Ads / DataForSEO), market volume/competition context, and modern SERP considerations (incl. AI Overview).
- Built e-commerce content automation: product naming, SEO/marketing descriptions, marketplace short copy, and structured characteristics with QA guardrails.
- Own deployment and production operations: observability, fallbacks, and iteration based on usage.

BAGSTON (rebranded from 4travel) — E-commerce (Sales !' Marketing !' Operations)

2009 — 2023 · Kyiv, Ukraine

- Started as a salesperson and grew into digital marketing and e-commerce operations.
- Owned SEO, SEM, targeted social campaigns, email newsletters, and photo/video production for e-commerce.
- Grew social media following by ~150% across platforms and improved Google search visibility through content strategy and technical SEO fixes.
- Built internal tooling and workflows: catalog structure for a new website, a lightweight PIM system, photo-based color detection, and product feature collection/onboarding tools.
- Reduced Google Ads spend by ~\$1,200 while improving overall search ranking and campaign efficiency.
- Built and led content production: product photography, graphics, and marketing collateral supporting sales needs.

Independent Marketing Contractor (own business)

Aug 2008 — Jan 2021 · Kyiv, Ukraine

- Provided SEO/SEM and digital marketing support for client projects.
- Built and managed content and campaign workflows (social, email, landing pages, and creatives).
- Operated in parallel with full-time roles; owned delivery and client communication end-to-end.

Skills

LLM / RAG

- RAG pipelines (ingestion, chunking, retrieval, ranking/reranking concepts)
- Prompt architecture, structured outputs, evaluation loops, guardrails/grounding

Data / Integrations

- API integrations and data normalization
- Integrations focus: GSC / GA4 / Google Ads / DataForSEO
- SEO scoring and prioritization frameworks

E-commerce / SEO / PIM

- Product data modeling (attributes, templates, reference dictionaries)
- Taxonomy & clustering workflows
- Content standardization at scale (consistent terminology, multi-language readiness)

Tools

- Next.js (App Router), TypeScript, Vercel
- Supabase (Postgres, Auth/Storage optional)

FileMaker (scripting, imports/exports, JSON/API processing)

- Railway workers (optional, when needed)

Languages

- Ukrainian — Native
- English — B2–C1

Alternative titles (ATS-friendly)

- LLM Applications Engineer (E-commerce SaaS)
- AI Solutions Engineer
- SEO Platform Engineer (AI-enabled)
- Product Data / PIM Engineer (AI-enabled)