

KEITH HERNANDEZ

Automation Builder for Spreadsheet-Heavy and Regulated Teams | Data & AI Workflows

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I take the copy-paste, re-keying and checking work your people do by hand and turn it into a tool they click, with a record of every change it makes. 25+ years as an Oracle and PostgreSQL engineer and DBA; in 2026 I build with AI coding tools (Claude Code), so a working first version arrives in days, and every delivery comes with tests you can run.

WHAT I BUILD

Excel to Word report automation

Your templated workbooks fill your templated Word reports in the right place and format, with every value traced to its source cell, and errors that say where they are.

Change tracking and audit trails

Who changed what, when, and between which versions: role-based access and an append-only history, built to the standard an FDA or SOC 2 auditor asks for.

CRM and lead-flow automation

GoHighLevel, Instantly and Slack wired together: replies routed to the right person, attribution, pipeline data-quality checks, alerts; a person approves every CRM change.

Database rescue, migration and reporting

Oracle and PostgreSQL tuning, migrations, row-level security, ETL, and dashboards (Power BI) built on numbers that tie out.

Business-system integrations

Asana, GoHighLevel, Instantly, Xero, Sphinx, Excel and Word (Microsoft Graph), Slack, email and Grafana, connected so data moves without re-keying and failures show up on a dashboard.

AI assistants that cite their sources

Question-and-answer over your own records that shows where each answer came from and says so when it cannot answer, instead of guessing.

PROOF

2,600+

automated tests on my lab-data platform

400+

commits in 12 weeks, solo

750+

commits on an AI due-diligence SaaS

25+ yrs

Oracle / PostgreSQL, up to 20TB

Recent builds: an audit-trail platform that compares every version of a medical-device lab's study workbooks and answers questions about them with cited sources (built solo from one recorded call); a tariff-refund intelligence platform with an encrypted, per-recipient demo and a court-docket monitor; the revenue-operations and integration layer of an M&A due-diligence SaaS, and its narrated video-reel service (Remotion, OpenAI and ElevenLabs voices).

HOW I WORK

- **Fixed-price milestones.** A short paid discovery, then a first working version you can click; you pay per milestone you accept.
- **Tested on your real examples.** I check the tool against work your team already did by hand, so "it works" means it matched your answer.
- **You own it.** Code, documentation and a hand-over walkthrough; no lock-in, no seat fees.
- **Plain English.** I work directly with the people who do the job, not only with IT.

CAREER

2026: independent builder (GoldBook, Tariff Recovery Platform); COO, TradeGaugeAI. **2023 - 2025:** Senior Quality Applications Specialist, Medtronic (Toxicology/BioCompatibility tooling across 20+ units). **2000 - 2022:** Lead DBA, ETL developer and consultant for Black Knight, Bank of America, PSS World Medical, Exactech, Florida Blue, National Stock Exchange, and earlier NASA (Barrios Technology), Dow Chemical, CitiBank.