

MIKO WILLIE

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SUMMARY

Content strategist and marketer with 20 years running Midwatch Media, building campaigns for 1,200+ clients across healthcare, fire and life safety, logistics, and manufacturing. Now completing a BS in Computer Science with an AI/ML concentration at Colorado State University, expected May 2028. Builds full-stack applications with FastAPI, React, and SQL, and works daily with generative AI tools and NLP. Applies two decades of judgment about what makes content accurate and useful to software and AI work.

EXPERIENCE

Founder and CMO

Jun 2004 – Nov 2024

Midwatch Media — Florida (Hybrid)

- Founded and ran a marketing agency serving 1,200+ businesses across healthcare, fire protection, logistics, manufacturing, and technology over 20 years
- Wrote and edited content strategy, SEO, and copywriting for clients in regulated industries where inaccurate content carried legal and safety consequences
- Directed mobile app development and chatbot design projects from concept through launch
- Managed digital marketing and PPC campaigns across web design, video, and social channels
- Reviewed AI-generated marketing copy for accuracy and brand fit as generative AI tools entered client workflows starting in 2023

Co-Founder and CTO

Oct 2022 – Sep 2024

Big Stack Services — Wyoming (Remote)

- Co-founded a veteran-owned trucking dispatch company focused on securing better rates and lanes for owner-operators
- Negotiated freight terms for underrepresented drivers, including women, non-native English speakers, and LGBTQ+ owner-operators
- Built and managed dispatching systems and driver-facing tools as the company's technical lead

Machinery Technician

1992 – 1996

U.S. Coast Guard — Honolulu, HI and Morro Bay, CA

- Maintained and repaired shipboard machinery on Search and Rescue crews responsible for saving lives and property in extreme conditions
- Managed fire protection, life safety, and preventative maintenance duties, including HVAC systems, across two duty stations
- Trained crew members on safety protocols and building maintenance procedures

Wildland Firefighter

1990 – 1991

U.S. Forest Service — Pacific Valley, CA

- Fought wildland fires on an engine crew near Big Sur, working extended hours in high-risk terrain
- Specialized in pulaski-based fire line construction, where fast, accurate decisions determined outcomes

TECHNICAL PROJECTS

BluNorsu — Full-Stack Contact Management App

In development

- Building a privacy-first contact management application with FastAPI, SQLAlchemy, SQLite, and React, with Anthropic API integration for AI-assisted features
- Designing an import pipeline using Pandas for data normalization and fuzzy deduplication

Priviso — Privacy-First Health Tracking App

In development

- Building a local-only Flutter app for health and cycle tracking with on-device LLM inference and SQLCipher encryption
- Wrote technical and compliance documentation covering data privacy requirements across five jurisdictions
- Designed a duress/decoy system for user safety

WhatsApp Chatbot — Conversational AI for the Mexican Market

- Built a WhatsApp chatbot using the Meta Cloud API, FastAPI, Railway, and Supabase

PV Grocery Tracker — Price Tracking Tool

- Built a grocery price tracker for Puerto Vallarta stores using Playwright and Streamlit

EDUCATION

BS, Computer Science — AI/ML Concentration

Expected May 2028

Colorado State University — transferred in as a junior

Computer Science Coursework

2023 – 2026

- Python, Java, C++, data structures, computer architecture (MIPS/RISC-V/MARS), calculus, linear algebra, discrete math, UX/UI, mobile app development, chatbot design

SKILLS

Programming & Frameworks: Python, Java, C++, SQL, FastAPI, React, PyTorch, TensorFlow, Hugging Face, Pandas, NumPy, Scikit-learn

Tools & Platforms: Git, Docker, AWS, Linux, Bash/Shell Scripting, Tableau

Marketing & Content: Content strategy, SEO, AI-optimized SEO, copywriting, technical writing, digital marketing, chatbot design, regulated-industry content (healthcare, fire and life safety, logistics, manufacturing)

Marketing Tools & Platforms: HTML, CSS, WordPress, Shopify, Adobe Creative Cloud, video production and editing, HubSpot, Salesforce, Mailchimp

Languages: English (native), Spanish (working proficiency)