

ZACH BAR

Sherman Oaks, CA · (818) 300-5533 · zachbar26@gmail.com

AVAILABLE 20 – 40 HRS / WEEK

EDUCATION

California State University, Northridge (CSUN)

Expected Spring 2027

Bachelor of Science, Computer Science

EXPERIENCE

Co-Founder

May 2026 – Present

Magnet AI · gomagnet.ai

- Co-founded an AI-native marketing platform that automates Meta Ads campaign creation, audience targeting, and budget optimization for small businesses.
- Architected and shipped a competitor intelligence tool that scrapes the Meta Ads Library to surface rival creatives and targeting strategies in real time.
- Built an autonomous autopilot agent using a JSON ReAct loop that monitors campaign performance and takes budget and bidding actions with user approval gates.
- Developed a remote MCP server enabling direct integration with Claude and ChatGPT, exposing five stateless marketing tools to AI assistants.
- Led full-stack development in Next.js, deployed on Render; managed product roadmap and client relationships.

AI Trainer

June 2026 – Present

Handshake AI

- iOS Specialty:** Trained AI models to navigate, interpret, and operate applications within the Apple ecosystem, evaluating model behavior across native iOS environments.
- Codex Training:** Reviewed, critiqued, and revised AI-generated code responses from OpenAI Codex, improving output accuracy, code quality, and adherence to best practices.

Instructor

2022 – 2025

Code Ninjas · Encino & Studio City, CA

- Taught coding fundamentals to children and teens for over three years, covering block-based programming, JavaScript, and game development concepts.
- Guided students through project-based learning, building problem-solving skills and computational thinking through hands-on coding challenges.

Technology Consultant & Programming Instructor

January 2026 – Present

You and I Recreational Services · Tarzana, CA · Part-Time

- Maintain and update the organization's WordPress website, implementing design and content improvements.
- Tutor special education students in foundational programming concepts using block-based coding tools and Lego robotics kits.

Freelance Digital Marketing Consultant

October 2025 – Present

Independent · Sherman Oaks, CA

- Managed Facebook Ads campaigns for two clients, handling creative strategy, audience targeting, and performance optimization to drive leads and conversions.
- Delivered comprehensive search visibility services for a client including SEO (Search Engine Optimization), GEO (Generative Engine Optimization), and AEO (Answer Engine Optimization) to improve rankings across traditional and AI-powered search surfaces.

Private Python Programming Tutor

Present

Independent · Sherman Oaks, CA

- Provide one-on-one Python instruction to private clients, covering fundamentals through intermediate concepts including data structures, automation, and scripting.

SKILLS

Languages	Python, JavaScript, TypeScript, HTML/CSS
Frameworks	Next.js, React
AI & APIs	OpenAI API, Anthropic Claude API, Meta Ads API, MCP Protocol, OpenAI Codex
Tools & Platforms	WordPress, Git, Render, iOS Ecosystem
Other	AI Agent Development, Digital Advertising, Technical Tutoring, Block Programming