Nathan Partch

Founder, Veyra Pacific · Websites built to be found by Google and recommended by AI

Huntington Beach, CA · nathan@lategamefinancial.com · natepartch.com · linkedin.com/in/nathan-partch

SUMMARY

Founder of Veyra Pacific, which builds custom websites for established service businesses so they rank on Google and get cited by AI assistants such as ChatGPT, Gemini, Perplexity and Google AI Overviews. Seven years in real estate, insurance and financial services, moving from sales into running marketing and lead generation, now paired with hands-on build work: websites, structured data, Cloudflare hosting, apps and games.

EXPERIENCE

Veyra Pacific · Founder — 2026 – now

Custom websites with SEO and AEO built in for established service businesses. Three fixed-price packages, written scope, monthly care plans.

Q Financial & Insurance Solutions · Marketing Specialist — 2023 – 2026

Ran day-to-day marketing operations with the CEO and leadership team. Led staff from finance to customer service and tracked the numbers behind decisions.

CommQuality · Founder — 2022 – 2026

Marketing and lead generation for financial services and real estate businesses.

Key Partners Insurance Services · Insurance Agent — 2020 – 2022

Northwestern Mutual · Financial Planner — 2020

Pacific Sotheby's International Realty · Real Estate Agent — 2019

SELECTED WORK

- **Veyra Pacific:** Studio site explaining SEO and AEO in plain English, with three fixed-price packages and online booking (veyrapacific.com).
- **Late Game Financial:** Site for my licensed brokerage: final expense, life insurance and annuities (lategamefinancial.com).
- **North Shore Pile Service:** Replaced a Wix placeholder for a Newport Beach marine contractor with a full SEO/AEO site; launched November 2026 (northshorepile.com).
- **Free AEO + SEO audit:** Free tool that runs 23 checks and returns an SEO score and an AEO score in about ten seconds (veyrapacific.com/audit).
- **Ditch Subscriptions:** 55 free in-browser file tools that never upload files, plus Deskshed, a Windows app in beta (ditchsubscriptions.com).
- **Newp Games:** Locks & Loot (live on the App Store, Google Play and web), Brickbit and Brickser (live on the web); Robo Stand and Make Stuff in development.
- **Client CRM:** Companies, contacts and deals for Veyra Pacific on Cloudflare Workers and D1, with Veyra Sign for client agreements.

SKILLS

- **Marketing:** Small business marketing, lead generation, answer-first copywriting, local SEO, answer engine optimization (AEO), Google Search Console, app store listings
- **Web:** HTML, CSS, JavaScript, Astro, Python site builds, structured data (JSON-LD), Cloudflare Workers, Pages and D1, accessibility, site speed
- **AI and automation:** Claude Code, multi-agent workflows, AI image pipelines, internal dashboards
- **Apps and games:** HTML5 canvas, Capacitor for iOS and Android, Unity, in-app purchases, App Store and Google Play publishing

EDUCATION

- **California State University, Long Beach:** BS, Marketing / Marketing Management, 2022
- **Orange Coast College:** Associate's degree, Business and Financial Services Marketing, 2020